



REGULAR MEETING

August 20, 2024, at 8:30 a.m.
Municipal Building Conference Room
16 S. Main Street

MINUTES

Downtown Waynesville Commission (DWC) Chair, Dave Barone, called the meeting to order at 8:30 a.m. with the following members present:

Kirk Noonan
Jessica Garrick
Grace Mason
Jon Feichter
Joyce Massie
Alex McKay
Jay Spiro

The following Town Staff were present: Beth Gilmore, DWC Executive Director
Ava Harvat, DWC Promotions Coordinator

Others present: Hannah White, N.C. Association of County Commissioners
Darrell Kanipe, Owner, Kanipe Creative
Adam Goodson, VP Of Content Development, Kanipe Creative
Corrina Ruffieux, Executive Director, Visit NC Smokies

A motion by Kirk Noonan, seconded by Jessica Garrick, to approve the minutes from the July 16, 2024, DWC meeting carried unanimously.

Kanipe Marketing Campaign presentation

Darrel Kanipe, Owner of Kanipe Creative, presented final plans for a marketing campaign and laid out a road map for “bringing life to the Appalachian True brand.” Kanipe presented samples of blogs, seasonal “trails” and “in the know” features that will launch alongside a newsletter campaign, advertorials, targeted media ads, social media posts, scannable signs and a printed directory of shops.



DWC Board Member Feichter asked about the board's annual work plan and a specific objective to spend 50 % of advertising dollars to reach a local market. Promotions Chair Garrick explained that Kanipe's Campaign is targeted toward bringing guests to Waynesville and therefore won't circulate locally. The DWC will rely on other tactics to reach locals with different messaging.

A motion by Joyce Massie, seconded by Jon Feichter, to form an Advertising Review Committee comprised of board members Kirk Noonan and Grace Mason carried unanimously. Jessica Garrick will remain chair and Beth Gilmore, Ava Harvat and White Hannah will provide staff support.

After a brief discussion about a merchant soiree initially planned for August. 22, board members agreed to seek alternate options for a location that will allow alcohol to be served and sheltered accommodations in case of inclement weather. Noonan will explore the option of hosting at The Station on Main and Gilmore will explore options with other merchants who have expressed interest in the past.

Noonan asked if this gathering is "too much" in addition to other regular merchant gatherings already happening.

Director Gilmore explained that the focus of DWC merchant gatherings is slightly different, aimed at being more like a "family gathering" exclusively for members of the MSD- to build comradery among "neighbors" and members of this unique group.

A motion by Jay Spiro to postpone the gathering until September, seconded by Jon Feichter, carried by a 6-2 vote. Noonan and Garrick dissented.

Committee Updates

Director Gilmore said the RFQ for the heritage mural project has been put on hold until funds are available for the entire cost of installation. The goal is to have an artist selected, money raised and be ready to move forward with installation in the Spring (2025).

Board Chair Barone said he is working with Town Staff to select hardware and have electricity installed for the string light project along Church Street.



There was no other business.

The next meeting will be held September 17 at 8:30 a.m.

A motion to adjourn by Jessica Garrick, seconded by Kirk Noonan, carried unanimously.

The meeting adjourned at 10:13 a.m.

ATTEST:

Dave Barone, Board Chair

Beth Gilmore, Executive Director