

Blowing Rock Appearance Advisory Commission  
Minutes  
December 3<sup>rd</sup>, 2015

BRAAC Members Attending: Bo Henderson, Curt Andrews, Melissa Pickett, Deborah McDowell, and Jennifer Chick

BRAAC Members Absent: Barbara Wright, Anne Barnes

Staff Members: Scott Fogleman, Jennifer Brown, Chris Pate, and Erin Kegley

The meeting was called to order by Bo at 5:30 pm.

**Approve December 3rd, 2015 Minutes-** Bo made a motion to approve the minutes, Deborah approved, and Melissa seconded it and it was a unanimous vote to approve.

**Budget Update/Annual Fundraising Collection/Hanging Basket Collection-** Jennifer stated that BRAAC has not spent any more since last meeting, and updated the committee about the BRAAC truck stating that it is not yet finished. Jennifer mentioned that she reviewed the money spent for printing and postage in September when the donation letters are disbursed and noticed an issue. In the past BRAAC will spend close to \$3,000 in postage and printing, but this year BRAAC only spend close to \$1,700. We discovered that out of the 4,682 residents that receive donation letters every year, only 2,642 were sent this year. There are still close to 2,112 that were not sent out. Jennifer stated that the next step we need to take is to go through the names and see who we did not send to. Erin is in the process of devising a system to retrieve all names that need donation letters.

**Titles for board members-** Curt stated that it is worthy of consideration to have sub-committees who can work outside of regular meetings to work on fundraising, volunteering, and recruiting to help promote and support BRAAC. Curt stated that this would also help delegate jobs to all board members instead of having to rely on the same person, and these positions could change seasonally. Bo asked what areas need to be covered? Curt suggested that there be someone who oversees fundraising and this board member would help put together presentations, execute the presentation, and go out into the community and represent BRAAC and deliver the presentation. Curt specified that this needs to be structured. Curt presented an example of a core presentation to show to foundations. Curt mentioned that these types of presentations are for bigger corporations to get the big money and BRAAC can utilize the utility bills for the residents for the smaller donations. Melissa requested if BRAAC could have a work session with Town Council to work out the details. He said he would be happy to discuss BRAAC's ideas at the retreat with Town Council and then perhaps a joint work session could be scheduled after that.

**Project List (Annie Cannon, Koerschner, Broyhill & Davant) –** Bo stated that there is much to do around the Town that needs attention, and we should start with Broyhill Park. Bo asked if Chris could create plans and estimates of the projects that needed to be done in each park before BRAAC starts contacting foundations. Jennifer stated that when it comes time to ask for donations, BRAAC needs to start with the cost of the entire project and then show different funding options as well.

Jennifer also mentioned that families and foundations who donate to the parks need to know what repair is essential and other areas that need attention. Bo asked what would be the best way to approach the foundations. Jennifer stated that a breakdown and description of what needs to be done will work, and she believes that a presentation would be effective. Curt stated that it would be helpful if Chris would work with BRAAC on creating the presentation because he knows the vision for all the parks in Town. Jennifer stated that BRAAC needs to let Chris and herself know their priorities for the parks. Chris stated that there are infrastructures that need to be addressed first before any aesthetics related projects take place. Curt asked if BRAAC gets the funding, can the Town contract work out. Chris stated that yes, and there are contractors who can fix the infrastructure issues, and while the infrastructure is being fixed, other parks like Koerschner park can be done on the side because it is smaller. Bo asked Chris if he could have the cost estimate for the needs of Broyhill Park that would be presented to the Broyhill Foundation for the January meeting. Chris said he could.

**Legacy Garden-** Bo asked if Scott could approach Town Council for BRAAC about contacting property owners about Legacy Garden. Scott said yes he can, and he presented BRAAC with a breakdown of the cost split between homeowners based upon percentage of front footage owned, and linear border footage. Scott stated that this chart shows what home owners would pay relative to their property size on Legacy Garden for the current maintenance level BRAAC is paying for. Scott would like to present this to all homeowners on Legacy Garden so the cost does not fall on one person, and stated this would be the most beneficial route for the Town. Scott also suggested he could this approach in the BRAAC segment of the retreat. Due to donation collections being behind normal pace and not having the funds to support the clean-up of Legacy Garden, BRAAC may have to abandon the clean-up the garden. Bo asked Chris when was the last time Lowell and Inaka Thomas approached him about Legacy Garden and the maintenance. Chris stated that the last time he talked to the Thomas' about the project was before BRAAC was approached to take over the maintenance of the gardens. Bo made a recommendation that BRAAC stop funding the \$7,500 for the Legacy Garden project because that money needs to go towards parks and projects on Town property. Scott suggested that there be a motion to suspend funding for Legacy Garden maintenance. Jennifer asked if BRAAC should send a letter to all property owners about the suspension of funding for Legacy Garden. Scott stated that we will let Tony have the final cutting of the Garden due to the contract, and at retreat touch base about a joint meeting and the approach the subject of suspending funding of Legacy Garden maintenance. Melissa mentioned that the Legacy Garden sign has the Town Seal on it. Scott stated that if Council is on board with stopping the funding for Legacy Garden, he will also approach them about removing the sign with the Town Seal. Scott also mentioned that the sign is a visual symbol of support from the Town. If the property owners agree to pay for the maintenance we need to find out if they want BRAAC to facilitate it before we remove the sign.

**Other Business-** Bo asked why the lights on the two back maples are not on. Scott stated that before the Lighting of the Town the lights were connected a certain way and with the moisture and some self-punctured areas with staples, it was tripping the breaker. Chris is in the process of fixing this and planning for the possibility of new conduits to make this process more efficient for next year.

The meeting was adjourned at 6:44pm.

The next meeting is scheduled to be held January 7th, 2015 at Town Hall at 5:30 pm.