

Blowing Rock Appearance Advisory Commission
Minutes
October 3, 2019
Town Council Chambers 9:00 a.m.

Members Present: Melissa Pickett, Chris Wetmore, Carol Knapp, & Bo Henderson
Staff Present: Shane Fox, Chris Pate, Baker Stanley & Jennifer Brown
Begin: 9:04 a.m.
End: 11:30 a.m.

Approve September 5, 2019 Minutes: Bo made a motion to approve the September 5, 2019 minutes, Melissa seconded, and it was a unanimous vote to approve.

Budget Update/Annual Fundraising Collection/Hanging Basket Collection: Jennifer stated that BRAAC has received \$13,490 in general donations, \$3,900 for hanging baskets/planters, and \$2,110 for the cemetery for a total of \$19,500. A total of \$2,991.68 has been spent on the PO Box rental fee and the donation letter requests. Jennifer stated that a little more would be spent on sending out thank you notes and resending letters that were returned.

Annual Fundraising Letter: Jennifer stated that even after checking the list many times, there were several returns therefore the address had to be researched. She stated that there was positive feedback from having the donor list added to the donation request letter.

Christmas Decorations: Jennifer stated that last year BRAAC purchased three twenty-one-foot tree of lights that were placed in Memorial Park and were lit instead of hanging lights on new trees that had been recently planted. She stated that after discussion with Chris Pate, they felt adding two smaller trees between the large trees would add more lights and give the front of the park a more robust look. Jennifer also showed a tree topper that could potentially be added to the tops of all or some of the trees. The total for two trees and two tree toppers would cost approximately \$6,000. Carol was hesitant about the tree toppers and Jennifer stated she would ask about sending them back if we did not like them or maybe they could send us a demo. Bo made a motion to approve purchasing the two trees and two tree toppers, if we like them, with fund balance, Melissa seconded it, and it was a unanimous vote to approve.

Other Business: Melissa stated that she would like for the Town to move forward with requesting more funding from the Broyhill Foundation because the \$60,000 that they had donated has been spent. After further discussion, it was unanimous to move forward with requesting more funds to continue the improvements in Broyhill.

Other Business: Chris Pate gave an update on the Valley Boulevard landscaping that has been contracted with Piedmont. Shane Fox stated that Town staff has spent many hours working proactively with DOT and Piedmont. DOT admitted to allowing some things to slide thinking that would be acceptable; however, they later realized this was not the case. Chris Wetmore asked when they would be planting, what they would be planting, and how they would be planting. Shane reported that while we are not micromanaging, we are working with them. Everything seems to be coming along nicely and after the dry spell has passed, they will resume planting. Piedmont's goal is to complete the terms of their contract and have management turned over to the Town by summer of 2021. Bo asked if the Town was aware of the need to have more employees to maintain Valley Boulevard once it was turned over and Shane stated "yes" and that we have some time to come up with a plan for once the project is complete.