

THE CITY OF CLAYTON

Special Business District Advisory Board (SBDAB)

In-Person and Virtual Meeting

March 26, 2026

1:30 p.m.

MINUTES

Julie Blackerby called the meeting to order and requested a roll call. The following individuals were in attendance:

- **Voting Members Present:** Tripp Straub, Kathy Anderson, Kami Waldman, Alex Berger, and Julie Blackerby.
- **Staff/Ex-Officio:** Gary Carter, David Gibson, Bridget McAndrew (Mayor), Byron Burr, and Kristin Bryant.
- **Absent:** Amer Abouwardah

CONSIDERATION OF MINUTES

The board reviewed the minutes from the February 12th meeting. There being no changes, the minutes were approved.

STAFF PRESENTATION: EVENT PLANNING

Gary Carter and Kristen Bryant presented the staff recommendations for the upcoming fiscal year's event calendar, built around strategic goals of civic pride, diversity, and vibrancy.

- **Proposed Events:** The calendar includes Day of the Dead, block parties (General Fund), a new "Central Social Series" for young professionals, Clayton Restaurant Week, Music and Wine Festival, and the Jazz Festival.
- **New Initiative:** The "Central Social Series" is envisioned as a sophisticated "urban oasis" repeatable event series starting in the fall to encourage residential and professional activity downtown.
- **Performance Metrics:** Staff utilized an "event scorecard" to estimate attendance and cost per attendee to determine event effectiveness.

DISCUSSION: DOWNTOWN ENHANCEMENT & PARKING

The board engaged in a broad discussion regarding immediate and long-term improvements for downtown Clayton:

- **Marketing & Social Media:** Members suggested increasing business spotlights and utilizing influencers to better engage younger demographics. Tripp Straub recommended improving the city's events website, like the "CWE Scene" model, and enhancing Google Maps visibility for parking garages.
- **Parking Challenges:** Significant discussion focused on the "misconception" of a lack of parking. Suggestions included:
 - Implementing standardized, well-lit "Public Parking" signage on garages.
 - Exploring valet parking cooperatives or centralized valet stations.
 - Partnering with building owners for free/discounted public parking during evening events.
- **Beautification:** Suggestions were made for increased greenery through planters, hanging flowers, and decorative lighting in trees.
- **Business Diversity:** The board identified the need for a dedicated sports bar to attract fans during major sporting events and families to the district.

NEXT STEPS

1. **Staff** will revise event proposals based on board feedback and investigate the cost of improved parking signage and Google Maps integration.
2. **Staff** will prepare a presentation for the next meeting (April or May) regarding the use of Special Business District funds for these recommendations.
3. **Staff** will work to make the city's online events calendar more prominent and user-friendly.

ADJOURNMENT

Motion made to adjourn the meeting. The City Council adjourned at 2:34 p.m.