

## **DDA Board Meeting Minutes**

**February 16, 2017**

**Board Members Present:** Earline Burke, Nancy Jackson, Lara Jeanneret, Maureen Kirkland, Mary Ann Henry, Pam Wilson, Jessica Brock, Lillie Read.

**Board Members Absent:** Dan Kramer

**Others Present:** Dan Porta, Michael Chitwood

Meeting was called to order. Everyone was asked if they had reviewed the minutes from December. Motion to approve minutes made by Lara Jeanneret. Seconded by Nancy; all voted in favor.

### **Internal Affairs:**

**Review of Budget and BID Update** – Received \$20,000 from the County. Finance has encouraged the DDA to spend more money. Last month we paid Sheri Peebles for managing Farmer’s Market; Design Services with Lara J Designs; Legal Fees with the City Attorney -only about 50% has been spent for fiscal year. BID was reviewed and noted payment this month to promotional video.

**Managers’ Report** – Lillie reviewed information on vacancies and new business coming into downtown. 163 West Main St – for sale. 101 & 103 West Main St. – for rent/sale. Taverna opening February 16. Spring Place Pottery closing February 28. Spool of Dreams moving. Lil Dollz N Gentz closing February 28. Southern Made Mercantile opening in April . Gave update on committees and developing plans based off of Strategic Priorities. Collaboration with Cartersville Cruise-In. Travel Media Marketplace – April 20. Paddle Across Georgia coming to downtown in June. Increased meetings with business owners. Lillie attended regional managers meeting. Lillie is applying for Level 1 Main Street Manager’s certification. Jessica and Michael Chitwood will attend Main Street 101 training Feb 28.

### **New Business**

**Discussion of BID District Renewal** – Earline is double checking with the Tax office to confirm owners. Listings and Signature Pages are ready for distribution. All property owners have to do is sign their name. We need to work towards 51% by going to the top 20-25% of owners. 92 separate signatures.

**Approval of Façade Grant Applications** – Design Committee approved a total of seven grants: Spools of Dreams, Egan Chiropractic, Mad Krafter, 10<sup>th</sup> Muse, New Beginning Signs, Table 20, Heaven Scent Cupcakes. Maureen motioned to approve; seconded by Pam, all voted in favor.

**Review of 2017 Strategic Priorities** – Lillie reviewed strategic priorities. Communication, Greenspace, Quiet Zone and BID Renewal. Maureen, discussed requesting funds for downtown outreach meetings and better funds for communication. Earline suggested getting a plan from outreach committee before making plans for budget. Board would like to look at marketing to established events as well as putting more information about our event rentals on social media, website, emails. The Design committee is focusing on the parking lot behind Jeffersons and Maine Street Coastal Cuisine. Design will be going to DCA for renderings of this space and the Red Barn. After Lillie gets proposals for renderings the board will approve a budget for renderings.

**Update on Main Street Accreditation** – Standards will be presented to council this evening. Pam would like to strengthen Historic Preservation.

**Religious Organizations Hosting Events Downtown** – Lillie was approached by an individual with a connection to churches wanting to rent the pavilion every weekend. Board suggested keeping it legal based on the application and to verify any issues with city attorney.

**Other Business**

**Art Market** – May 13<sup>th</sup> from 12p-7p. Music provided by Cartersville High Jazz and EJS. Children’s area with a sponsor. Will have 16 premium spots with the Team Bartow Tents. Would like to promote local artists at high schools.

**Farmers Market** – Rainy was able to get a list of local farmers. DDA will send applications out in the mail to list of farmers.

**Annual Meeting** – March 1<sup>st</sup> at 6:00pm.

**Meeting was adjourned**