

## DDA Board Meeting Minutes

March 16, 2017

**Board Members Present:** Nancy Jackson, Earline Burke, Dan Kramer, Maureen Kirkland, Michael Chitwood, Pam Wilson, Jessica Brock, Lillie Read

**Board Members Absent:** Mary Ann Henry

**Others Present:** Kayla (Georgia State student studying Public Policy)

Meeting was called to order. Everyone was asked if they had reviewed the previous meetings minutes. Motion to approve minutes made by Dan, seconded by Maureen; all voted in favor.

### Internal Affairs

**Review of Budget & B.I.D. Update** – Advertising expenses for NWGA Living Magazine and Discover Bartow Magazine. Trying to capture the regional and local audience. There were Special Events expenses for the annual meeting. Otherwise, budget is tracking on pace and even slightly under budget. Talk of broadening advertising to include a more mainstream publication like Southern Living and also targeting Tour Group Publications like the American Bus Association. Spending some of the budget to promote the Cartersville Video so that it gets more exposure and using the tag line “10 Minutes to LakePoint” on some advertising campaigns. B.I.D. Budget - \$6,800 was spent on Facade and Improvement grants. \$3430 was paid from Promotion for the final payment of the Cartersville Video.

**Manager's Reports** – Still have the same properties and businesses for sale. Addresses are in previous meetings minutes. Taverna has opened and Southern Mercantile and Spool of Dreams are set for upcoming openings. Economic Development committee is looking for a chair to lead. Design committee set lighting and crosswalks as a priority. Renderings for Friendship Plaza and behind the restaurants/ Red Barn are in the works. A regular article with Discover Bartow Magazine. Possibility of doing a DDA spotlight to share its vision and doings with the community. Extra focus on downtown's retail circle. Our wonderful shopping sets us apart from many other downtown destinations. Extra promotion for those shops staying open on Sunday with the attempt to create a buzz and awareness. The Business Spotlight has replaced the Merchant of the Month videos. Every Month 3 businesses will be highlighted. One each from Service, Merchant & Restaurant categories. Currently looking for someone skilled in writing to help with the project. Outreach committee is revamped and had a good meeting focusing on program introduction, word of mouth advertising and sponsorships. It was discussed that all committees need to take minutes and turn them in to keep record and to expedite the board meetings. Possibility of doing a committee training workshop. Events – The Cruise in has been a success. The combination of music, alcohol and road closure has positively grown and impacted the event. Travel Media Marketplace – April 20<sup>th</sup> and 30 travel writers will be in town at the Booth Museum. Talk of creating an info bag and promoting the entire Historic Downtown area. Paddle GA Event is June 22. Around 300-400 people for music, festival zone and canoe tug of war. Looking at a 5pm starting time and running to 8pm. Businesses will be notified in case they want to remain open late. Lots of interest in promoting the corridor running from the Booth to History Museum/Meg Pie. Make it more inviting path that would lead people to the rest of the square. The second Downtown Wedding has been booked. Bartow History Museum and the DDA want to do more collaborative events together. Lillie met with Rockmart Farmers Market Manager which provided some good ideas on promoting and developing Cartersville's farmers market.

## **New Business**

**Mobile Billboard Advertising Vehicle Prohibited** – After repeated complaints and problems, a first draft of a document that would help to clear the streets of unwanted vehicular advertising was brought before the board. Wording and edits still need to be made but the attempt is to make the crosswalks safer for pedestrians and the advertising less of an eyesore and less intrusive to other businesses in its vicinity.

**Discussion of BID District renewal** – Packet is all put together and now the leg work of getting property owners to sign the documents has started. Going block by block was suggested and having people contact those who they are familiar with on the list.

**Discussion of proposed changes to alcohol ordinance** – To make the process much more streamlined and less of a continual hassle the following items are proposed. Eliminate the fencing requirement and instead have prominent signage in the designated areas. Fencing is expensive, time consuming and not aesthetically pleasing. Eliminate the need for wristbands just to enter the festival zone. Retain wristbands/stamps for those over 21 and purchasing alcohol. Motion was made by Maureen to have Lillie present these changes and other minor technicalities to Council for approval. Pam seconded the motion and all approved.

**DDA Infrastructure purchases** – With events growing in size and quantity, it has become necessary to purchase certain supplies that will allow the DDA to be less reliant on the city and public works. 2 type 3 barricades and 4 new A Frame barricades along with 2 white pop up tents and accessories with DDA decals will allow the DDA to update the old/worn items it has and move forward providing better/safer events in the future. Public Works provided the info for purchase and in doing so in coordination with their order no freight charges will be incurred. A movie projector, portable projector and screen were also discussed but final costs have not been determined. Trash can liners for the downtown trash cans are past due on replacing and were also determined to be a necessity. Dan made a motion to approve spending the necessary money for such purchases. Pam seconded the motion. All approved.

**Update on Special Events** – Art Market – May 13<sup>th</sup> – 40 Artists spots and 17 applicants already. Carol Redmond hosting an authentic Mexican Fiesta in Downtown. August 26<sup>th</sup> a 5k race benefitting Backpack Buddies will take place. May 6<sup>th</sup> is the Downtown Fashion Show from 1:00pm-2:00pm.

## **Other Business**

**Water Main Project** - An extensive project to update the water lines in Downtown that have been in place for over 100 years. This is much needed if growth in the area is to continue. Final dates have not been set but it is looking like a summer start time. Lots of construction and inconvenience to certain merchants but it has to be done. Contacting those affected by the project and providing them with the necessary information will take place as details and timeframe become more set in stone.

**Meeting was adjourned. Next meeting is scheduled for April 20, 2017.**