

## DDA Board Meeting Minutes

May 18, 2017

**Board Members Present:** Nancy Jackson, Dan Kramer, Maureen Kirkland, Mary Ann Henry, Jessica Brock, Lillie Read, Pam Wilson

**Board Members Absent:** Earline Burke, Michael Chitwood

**Others Present: none**

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

### Internal Affairs

**Review of Budget** – Budget is trending. Spending out some advertising monies. Pub Crawl provided all participating businesses \$300 after expenses. Some income in for Bluegrass Festival. Advertising spent on Discover Bartow and NWGA Living magazine ads. Tents have been purchased and payment for sound system for special events. BID Update- No change to BID Budget. Only expense is the ongoing Billboard. Board members would like to find a way to track or measure the success of the billboard. A \$500 expense would occur to change the visual/graphics on the billboard.

**Manager's Reports** – Special events and marketing coordinator Jessica Brock will be leaving the DDA to take a position at CedarCrest Church. The job vacancy has been posted on the website and is currently accepting applications. Candidates with social media, graphic design and marketing experience were strongly recommended. Amendments to the Festival Zone were approved which include signage in lieu of more cumbersome fencing. Guitars and More closed. The location is up for rent/sale. While only in the preliminary stage, there was talk of the courthouse expansion and the possibility of parking(deck). Where can they expand for future growth? Early conceptualization for possible future projects. A portion of the Bank of America building lower level has been rented. Movie proposed to film Downtown at Ross's Diner. May 31 setup, June 1 filming and June 2 wrap. Wall Street and portions of Museum Drive will be closed. May 1<sup>st</sup> the Economic Development was dissolved in favor of the task force approach. DDA public bathroom received a makeover. The water main project will take place Jan.1 – March. Those businesses affected have started meetings and discussions. Planning and Zoning is trying to work with Table 20 to help with sidewalk dining regulations since the planter box is not able to be removed. Many print materials including the updated See, Shop & Dine brochure are underway. The Autumn leaves project with singer Butch Walker was discussed as an upcoming event. Pole Banners for Parking specifically. New lights for Chamber parking are more affordable than previously thought. Great Fashion Show took place with a full house. A Holiday specific rack card will be printed in October to better inform people of Holiday events. Promotions will work towards helping to grow and promote the Farmer's Market. Outreach Committee – "This week Downtown.." as a way to keep people informed about what is happening now in the community. Carol Redmond is working on updating, combining and organizing the database.

### New Business

**Discussion of BID District renewal** –Over 60% signed so BID renewal has gathered enough support. Now it needs to be put to paper and put in front of Council by June.

**Discussion of New Promotional Efforts** – More promotional items including the lease of a helium tank. Pens and magnets were also talked about as advertising items. Pam and Lillie will continue work on

the walking tour. The database is currently underway. A rack card holder for stores to better display DDA promotional materials. Business Spotlights – good traction and more shared and more likes than the previous Merchant of the Month. Make efforts to get the Downtown Cartersville video on the Chamber and CVB websites.

**Other Business** – Upstairs Space of the Depot. Lots of discussion and ideas that include renting the space, making the space a gallery, moving the DDA offices upstairs and making the downstairs a gallery, or even opening up the space for a small business work area. Bags for the Farmer's Market that have the Downtown Cartersville Logo on one side and Farmer's Market on the other. Also, more Farmer's market signs.

**Meeting was adjourned. Next meeting is scheduled for June 15, 2017.**