

DDA Board Meeting Minutes

June 15, 2017

Board Members Present: Earline Burke, Nancy Jackson, Maureen Kirkland, Mary Ann Henry, Michael Chitwood, Pam Wilson

Board Members Absent: Dan Kramer

Others Present: Dan Porta, Lillie Read

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

Internal Affairs

Review of Budget – Budget is trending. Spending out some advertising monies and worked on improvements to the Depot restrooms and Welcome Center area. BID Update- No change to BID Budget. Only expense is the ongoing Billboard.

Manager's Reports – Interviews for the new Marketing and Promotions Coordinator are set for June 29, there are six candidates to be interviewed. DDA Manager attended tax credit training in Macon as part of required continuing education courses. Returned with ideas about apply tax credits to 101 West Main (Moon River Café building). Guitars and More closed. The location is up for rent/sale. An office is for rent in the Bradley Building (5 South Public Square). Planning and Zoning is working with Cohutta Fishing on the potential installation of beer taps in their retail store. Strands Salon and Joe Frank Harris Jr. have requested to be annexed into the downtown BID. The updated See, Shop & Dine brochure is underway and in final stages of proofing and editing. 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. Carol Redmond is working on updating, combining and organizing the DDA contacts database via Constant Contact.

New Business

Discussion of BID District renewal –Over 60% signed so BID renewal has gathered enough support. First public hearing is scheduled for July 6 and public notice is set to be published on June 22.

Review of Special Events – Lillie updated the board about the remaining events for the year and changes to the sound agreements with Guitars N More. Staff is going to be seeking alternate arrangements for the July concerts as they are larger set ups than what Guitars N More can accommodate.

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