

DDA Board Meeting Minutes

July 20, 2017

Board Members Present: Nancy Jackson, Earline Burke, Dan Kramer, Maureen Kirkland, Mary Ann Henry, Hannah Surrect, Lillie Read, Pam Wilson

Board Members Absent: Michael Chitwood

Others Present: Dan Porta

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

Internal Affairs

Review of Budget – Budget is trending well. Recent expenses include renting Bluegrass Stage and Sound for upcoming festival. Legal expenses that incurred from the Bid renewal. Building maintenance, publishing expenses and professional sound people for the pavilion events.

BID Update – \$74,000 in BID Reserve up from \$69,000. Budget work report - \$5,900 decrease in budget. \$2500 cut to Bluegrass, \$1000 cut to legal expenses, \$1000 cut to seminar registrations and \$1400 cut to Special Events. Budget spending breakdown was simplified to 90% and 10% for Admin expenses.

Manager's Reports – Hannah was introduced as the new Special Events Coordinator. Downtown Business – 163W. Main – upstairs studio with downtown office space. Guitars and More space is up for rent at \$1500 month. Millage Rate is set at 2.326 mills. This lowering of the rate keeps the amount neutral with increased property values. Economic Development – Talks of creating a sheet that better informs people about tax credits available to them. Market research for Downtown housing. Design – Pole banner for Welcome Center and more smoker poles added to Downtown restaurants. Tinsel Trail – Hold off until next year. Limited time to be adding new events to 2017. GDOT approved 5K race route. Finish in plaza with music and beverages. Selfie Spot set up for Guardians of the Galaxy Movie. Talk of a Coffee Mixer for Downtown Businesses. Carol Redmond is actively working on organizing our constant contact database. New Council Member – Calvin Cooley. History Committee had first meeting with Pam Wilson as Chair. Great event and the people who attended were a wealth of knowledge. Ann Arnold is willing to help do a training session for our DDA. Several people have tried to sell cannabis oil at the farmer's market but were denied permits because of the question of legality and that it isn't locally grown in Georgia. Resurgence of Downtown webinars.

New Business

Discussion of Digital Advertising – The location was determined to be high visibility. Being digital the ability to change the ad with ease and immediacy is a huge benefit. Talks of Co-op with other Downtown Businesses would reduce cost and allow small businesses with small budgets to get a big advertising impact. 6 month option with the additional 6 months at a lower rate. Motion was made by Dan to go ahead with the Digital Billboard and cancel the Billboard on 75. Mary Ann seconded the motion.

Discussion of Board Appointments – Nancy will be leaving the Board in February and Maureen will be taking Vice Chair from Nancy and training with Earline to be the next Chair. Mary Ann made a motion to approve this change and Pam seconded.

Updated on the Business Improvement District – Signatures have been received, the First Reading is today with the 2nd Reading upcoming.

Mid-year review of Strategic Planning – Many Goals have been accomplished and many are underway. BID is underway. Quiet Zone supposed to be on list for SPLOST 2020 but no guarantees. Add Green Space in Downtown. Communication-Website. Still working to make the website as vibrant and changing as social media with new pictures and added events.

Meeting was adjourned. Next meeting is scheduled for August 17, 2017.