

## DDA Board Meeting Minutes

August 17, 2017

**Board Members Present:** Nancy Jackson, Earline Burke, Dan Kramer, Michael Chitwood, Mary Ann Henry, Hannah Surrent, Lillie Read

**Board Members Absent:** Maureen Kirkland, Pam Wilson

**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 Mary Ann, seconded by Michael; all voted in favor.

### Internal Affairs

**Review of Budget** – Budget is looking good. \$3,000 in expenditures for the concert series that included bands and sound.

**BID Update** – BID renewal is complete. It has been through both rounds and will take effect next year. Billboard on 75 was cancelled and the Digital Billboard is up and running. Façade Grant - Three applications in and several upcoming. A general reminder will be sent that the deadline is the end of December and payouts are made during the DDA annual meeting in February/March.

**Manager's Reports** – BID approved for 5 year term. Vape Store on Main Street Closed, Copperwood Studios and Southern with Grace are set to open soon. Economic Development – A couple is interested in starting a co-op workspace. DDA offered them the 3<sup>rd</sup> Floor of the Depot for a one time pop-up event to gauge interest. Still want to create a tax credit white sheet for 101 W. Main and the Bank of America building. Housing study is in the preliminary stage. Design – Gathering Pole Banner costs. Pet receptacles have arrived. Art Downtown is the goal the rest of the year. 5K Race upcoming. Over 100 people have registered. Last Music by the Tracks event for the season this week. Johnny Mitchell is going to do a demo at the Farmer's Market this week. Southern Devil Motorcycles is interested in getting involved downtown with possible sponsorship. Coffee Break/Happy Hour mixer for Downtown is being talked about. Rainy Lewis head of Outreach is looking at getting sponsorships. Book signing was held at the Depot with the EVHS. AME Heritage Trail – Sites around Downtown would be a good addition to the Walking Tour. Lillie is going to Illinois in November for National Main Street Training. Chamber Cookout is Oct. 12. People expressed interest in bringing back the Taste of Cartersville event for next year. Final proof of the See, Shop and Dine brochure before printing. Having a mixer in available downtown spaces was discussed.

### New Business

**Vibrant Communities Grant** – Deadline August 31<sup>st</sup>. It is a reimbursement grant with a 50% match. Several different categories to apply for like murals or sculptures. The narrative from previous grants can be used to meet the deadline. Projects under the grant must be completed in a certain time frame to be eligible for the money. The board suggested matching the reimbursable grant amount 1:1 and the potential grant would cover up to \$5,000 if selected. To start the process HPC would need to be contacted to see if idea is feasible. Dan made a motion to move forward with contacting HPC and get the project rolling. Motion was seconded. All voted in favor.

**Bluegrass Festival** – The lineup for the Bluegrass Festival is set. Many repeat performers and two new headliners that include *Clydes* and *Grandpa's Cough Medicine*. Music will run \$5,300. Firehouse Stage and Sound are already paid out of last year's budget. Working on Sponsors now. 14 Confirmed Vendors with many more pending. Event will be October 21 from 11:30-7:30.

**Billboard Changes** – The Digital Billboard is up and running. With the help of Lara J Designs, 3 Bluegrass Banners have been created for leading up to the event and the day of the event. Billboard will also be used for the Downtown Christmas Open House on November 9th. 11 seconds of visibility and at most 15 spots on the Billboard. Parameters for renting out a portion of the DDA Billboard to merchants needs to be devised.

**Meeting was adjourned. Next meeting is scheduled for September 21, 2017.**