

DDA Board Meeting Minutes

September 21, 2017

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

Board Members Absent: none

Others Present:

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. Special Events expenditures to pay bands for Music by the Tracks. Spending should taper off for September then a big hit with the Bluegrass Festival in October.

BID Update – Digital and Billboard expense. BID has \$72,000 balance. \$1600/month for 6 months for Digital Billboard. There is interest in sharing the Digital Billboard with Downtown Merchants. There is a template and changes could be made adding businesses onto the billboard. Talk of making “Historic Downtown” larger and “Cartersville” smaller for better viewing. Send to promotions committee and ask people for feedback via social media.

Manager’s Reports – Southern with Grace Opened. Hay Parker Boutique and Copperwood are soon to open. Economic Development – Tax Credit White Sheets and Housing Study on agenda. Design – Art Downtown is the focus for the rest of the year. GA Council for Arts grant was applied for. Get the community opinion of what we need and what we want for Art Downtown. Get Art Committee together and put out a RFP (Request for Proposal) for a mural or sculpture and gather public feedback. Dog waste receptacles have been installed and are being used. Promotion – 5K Race in August had over 300 people sign up. Strong showing that raised over \$8000 for Backpack Buddies and with minimal involvement required by DDA. Enrolled in Distrix App, it is for all Main Streets Nationally. They maintain app and we add information. Decided to check on details and find out about it before committing. Website – needs information added and updating of details. Try and get someone to do it as a volunteer. Link on City and CVB page to DDA page. Small Business Training seminars were brought up and it was suggested that Hannah possibly take a course on specific aspects that might be unfamiliar. Sherry Henshaw and Valerie will help with Georgia Humanities Grant. Chamber Cookout is Oct. 12th Downtown. Anne Arnold has agreed to do Downtown Training – would include Adairsville, Calhoun, Rome. Target date is January. Kyla, a volunteer from GA State will start Oct. 13th and do 200 hours over the next 6 months (1 day a week). Outreach – sit down with Rainy and give a budget for a get together event. Most likely a night event. Farmer’s Market – needs a Manager. Nancy will help coordinate. Would benefit the DDA and Farmers Market. Previous ordinances have been worked on and it needs to be revisited. Anchor ministries – still waiting on permit request and insurance. Add a published rate for under the bridge space like there is with the rest of the area.

New Business

Downtown Map – New hand drawn map of Downtown proposed. Tabled issue until we find out about current map and cost that may be incurred with changing and updates.

Peragrin Interactive Map – \$27/month and first 6 months are free. Tabled discussion and Board Member are supposed to go home and check out the product and come back with opinions.

I-75 Billboard Advertising – Came back with a lower rate of \$280 month versus the \$380 we were paying. Board has decided to let it go and move forward with other advertising since there is already a CVB Billboard.

Vibrant Communities Grant – Deadline was August 31st. Public engagement meetings, find out in next two weeks.

Holiday Advertising in NWGA Living – Downtown businesses would receive 10% Discount on Holiday Ad. All Cartersville would be represented together on a Downtown Cartersville Shopping Page or Pages. Dan made motion to approve. Nancy seconded.

2018 Events – Book Bands for Music by the Tracks for next year. Add times to the rack cards for better attendance. Book better bands that have a following so we get a better crowd. These bands provide their own sound which is a savings for the DDA and are interested in booking now. \$6450 total band cost. Nancy made motion to approve and Mary Ann seconded. All voted in favor. Strategic Meeting is set for January. The 13th and 26th of January are tentative dates for the DDA Training and Strategic Meeting. February 26th will be the DDA Annual Meeting and Awards Dinner at Taverna. The 2017 Holiday Rack Card is gathering dates and will be sent to print on Oct 9th so they will be available by Bluegrass Festival.

Bluegrass Festival –. Event will be October 21 from 11:30-7:30. Most everything is set but we are still in need of sponsors. There is a photographer this year. Some Vendors have signed up but still need more vendors. Usually a last minute decision for many. Still looking for volunteers and sponsors so spread the word.

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