

DDA Board Meeting Minutes

October 28, 2017

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

Board Members Absent: Michael Chitwood

Others Present: Dan Porta, Kayla

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

Internal Affairs

Review of Budget & B.I.D. Update – Early in the cycle and trending along. Graphic design and legal expenses but nothing unusual. Costs hit next month for the Bluegrass Festival. Started to get tax revenue in but the bulk comes in November and December. Total should run around \$23,000. \$6,000 for digital billboard – merchants will share cost with upcoming joint advertising available. Façade grants coming up at the end of the year.

Manager's Reports – HayParker open. Copperwood opens mid October, Noble & Main opening in November. Economic Development- tax credit white sheet for 101 W. Main. Housing study for Downtown. Design – Art downtown is the focus. Vibrant communities grant was received so work starts to secure a sculpture for downtown. Promotion- Billboard Co-op program with Downtown merchants. 4 Page Holiday spread in NWGA Living Holiday Edition. See, Shop & Dine complete. Holiday Rack Cards complete and will be distributed at the Bluegrass Festival and given out to Merchants. 2018 Rack cards complete. Outreach – working on a date for the Downtown Mixer at the Loft. Tuesday Dec 5th was chosen. Motion was made by Dan to allocate \$500 to purchase food from Bob and in return no charge to rent the loft for the evening. Nancy 2nded the motion and all voted in favor. Other business is the DDA board training with Ann Arnold is scheduled for January 13th all day.

New Business

Billboard Co-op Initiative – The Digital Billboard cost \$6000 a year for the DDA. As a way to reduce costs and provide the downtown merchants with a way to advertise, a co-op initiative is being offered. Downtown Merchants will pay \$150/week if they want to advertise jointly on the Billboard. A sign-up sheet will be created and merchants will be limited on the number of times they can advertise. Further regulations include ad must be print ready and submitted 10 days prior. Once per quarter based on availability. Set to begin after the New Year. Motion to approve made by Dan and 2nded by Maureen. All voted in favor.

Discussion of Pavilion Screen/backdrop – The Board had previously approved the purchase of a backdrop screen and projector for the pavilion. With most of the bands providing their own set-up and the DDA not feeling the need for the items, the purchase has been put on hold and the funds won't be spent at this time.

Review of Vibrant Communities Grant – We received the grant! It is \$5,000 grant and we will be matching \$5,000 to make it a \$10,000 project. Unveiling will be in Mid-May at the Art Market. Working with Planning and Zoning and HPC to keep everyone happy. A Task force will be going to Suwannee to meet with those people who have previous experience in a similar project. The task force will be Barry (an

exhibiting sculptor at the Booth) Lara and Andy. Public information sessions to be held Monday Nov. 13 at 10:00am and 6:00pm. RFP, RFQ and Direct Selection used by Suwannee. We would like to use Direct Selection. Also would like to adopt a similar Master Plan for Public Art which includes a 2yr loan period.

Georgia Humanities Grant – This is a grant that we haven't ourselves directly applied for but we are involved. It is headed by Sheri Henshaw of Keep Bartow Beautiful. It involves the Bartow Trail and would have a Downtown component.

Update on Bluegrass Festival – Bluegrass Festival is set for this weekend. Vendors are full. Bands are set. Knockerball and Kids zones are ready. Still can use volunteers but everything is set and ready for Saturday.

Discussion of Moving Offices to 3rd Floor- The upstairs has not been rented for over a year. Moving upstairs would give more privacy and space to Lillie and Hannah, plus it would allow the downstairs to be set up and staged as a room for events and possible rental space or gallery space. A quote of \$350 to clean the upstairs and get it ready for move-in. Nancy made a motion to approve and Pam 2nded the motion. All voted in favor.

Meeting for November – Rescheduled meeting for Dec. 5th at 4:30pm, an hour prior to our DDA Holiday Mixer at the City Loft. Nancy made a motion for the change and Mary Ann seconded.

Meeting was adjourned. Next meeting is scheduled for December 5th at 4:30pm.