

CARTERSVILLE DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Meeting Minutes
Thursday, January 16, 2020

I) Call to Order Dan Kramer

Dan Kramer called the meeting to order. Jennifer Smith, Alexis Carter-Callahan, Dan Kramer, Mary Ann Henry, Pam Wilson, and Alan Sanders were in attendance. . Also in attendance: Dan Porta, Lillie Read, and Kaaren Tramonte from the city; Cathy Freeman and Hedy Smith from citizen working group for the Bench by the Road project.

II) Introduction of Marketing and Promotions Coordinator Lillie

Lillie introduced the new Marketing and Promotions Coordinator, Kaaren Tramonte.

III) Approval of Minutes Dan Kramer

Dan requested a motion to approve the minutes. Jennifer Smith moved to approve the minutes as presented.

Mary Ann Henry requested a review of the November minutes to make sure notation about the donation of BID funds for the mural project were with the correct month.

Dan Kramer requested a motion to approve the minutes as presented, pending any necessary updates for accuracy. Jennifer Smith made a motion to approve the minutes, with any necessary corrections. Alexis Carter- Callahan seconded. The motion was voted and passed unanimously.

IV) Internal Affairs

a) Review of Budget	Lillie
b) Manager's Update	Lillie
c) Marketing/Events Update	Kaaren
d) Board Update	Board

members

Lillie reviewed the budget and gave the manager's and marketing/events updates. Alexis Carter-Callahan announced her upcoming walking tour of Oak Hill Cemetery in partnership with the Bartow History Museum.

V) New Business

a) Toni Morrison Bench by the Road Project	Lillie
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Cathy Freeman and Hedy Smith spoke on behalf of their citizens' working group to introduce the Toni Morrison Society 'Bench by the Road' project. They are requesting support from the DDA to place the bench downtown, within line of sight of the train depot and train tracks. They will bring their project before city council tonight and, if approved, will start actively promoting

their sponsor packages and fundraising. The cost of the bench is \$5,000 with additional funds earmarked for interpretive signage, installment cost, and an unveiling event.

Dan Kramer made a motion to approve the placement of the bench downtown. Mary Ann Henry seconded. The motion was voted and passed unanimously.

Jennifer Smith made a motion to support the project with a \$1,000 sponsorship payable from the BID Fund for downtown promotion, contingent on the project receiving necessary approval from City Council. Pam Wilson seconded. The motion was voted and passed unanimously.

b) Discussion of stipend for Instagram Wings project Lillie

The board discussed adding a small stipend to the Instagram Wings project to support the cost of producing the piece.

Mary Ann Henry made a motion to provide a \$100 stipend at Sammy Morris Paint to be paid towards the winning artist's paint and supplies Alan Sanders seconded. The motion was voted and passed unanimously.

c) Approval of Georgia Downtowns for Strategic Planning Lillie

Jennifer Smith made a motion to accept the proposal from Georgia Downtowns to facilitate the DDA's annual strategic planning session. Alan Sanders seconded. The motion was voted and passed unanimously.

d) Approval of Funds for Annual Meeting Lillie

Dan Kramer made a motion to approve the use of money from the BID fund, not to exceed \$2,000, to pay for the cost of the annual meeting event. Additional funds, if necessary, will require further approval from the board. Jennifer Smith seconded. The motion was voted and passed unanimously.

VI) Other Business

There was no other business.

VII) Adjourn

Alan Sanders made a motion to adjourn.