CARTERSVILLE DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting Minutes

Thursday, January 24, 2019

1. Call to Order Maureen

In attendance: Board Members Dan Kramer, Earline Burke, Maureen Kirkland, Nancy Jackson; DDA Staff Lillie Read, Hannah Surrett, City of Cartersville Staff Dan Porta

1. Approval of Minutes Maureen

Earline Burke made a motion to approve the minutes as presented. Nancy Jackson seconded. The motion was voted and passed (4-0, with 3 absent).

1. Internal Affairs   
   1. Review of Budget Lillie

Lillie reviewed the budget and spoke about the fees we have from the legal department in the City of Cartersville because of the updated alcohol policy for events in downtown Cartersville. Maureen Kirkland brought up the advertising budget. Discussion of how the sponsorship money allocates and how we can use it for advertising. The Convention and Visitors Bureau confirmed the DDA will receive $20,000 for their hotel-motel tax grant. The DDA is currently running a surplus of $4,000 that has the possibility of being moved to the advertising line item. Brought up the possibility of using BID money to pay for advertising for Music by the Tracks. Approved over $7,000 for facade grants in December and have three additional grants that came in in January. Expecting to pay out around $10,000 total for facade grants.

* 1. BID Update Earline

Earline gave the BID account update.

* 1. Manager’s Report Lillie

Lillie presented the DDA Manager’s Report covering news from December and January.

* 1. Downtown Strategic Priorities
     1. Health and Wellness -- the Cartersville Farmer’s Market
     2. Paul Pugliese went to Steve Taylor and Matt Santini to get funding from both the City of Cartersville and Bartow County to fund a position for a market manager. There is a $10,000 grant and the City and the County will be contribute $5,000 for the position. Unclear the process for the manager but the DDA and the Ag Extension office are meeting in the coming weeks.
  2. Downtown Info:
     1. Ole Town Christmas closed
     2. Brad Stephens law office relocated downtown in Strands Salon’s old building
     3. Cotton + Fox and Sweet Peak’s grand opening on February 1
  3. Economic Development
     1. Received one bid for the Fire Station building.
     2. The Gas Department will be out of the Fire Station sometime mid-March..
  4. Design
     1. Lillie wants to do an annual agreement for the Instagram Wings
     2. Researching sculptures for the 2020 rotation
     3. Last minute BID grant applications
     4. Maureen Kirkland brought up the Welcome Center remodel. The project is on a pause right now.
     5. Photo Fence for sale right now
  5. Promotion
     1. The History of African American History grant is complete. Last steps is to do the digital training in April
     2. Doing See, Shop, and Dine updates
  6. Outreach
     1. Situational Awareness Class coordination with Carterville PD
     2. Annual Meeting is Monday, February 25, 2019
  7. Other
     1. Council strategic meeting tomorrow 1/25/19
     2. DDA Strategic meeting is next Friday, 2/1/19. Looking at updating our strategic plan for downtown.
     3. Lillie talking to Ann Arnold about another DDA Board Training. None of the members who did it last year will have to do it in 2019.
  8. Events Report Hannah

Hannah presented an update on special events and promotions: Annual Meeting, Pub Crawl, Fashion Show, and Music by the Tracks.

* 1. Board Reports All

There were no board reports.

1. New Business
   1. Discussion of upcoming board interviews Lillie

Alan Sanders, Barry Henderson, Jennifer Smith, Janet Thornborough, Suzan McWhorter have all applied. Lillie Read recommends Alan Sanders, Barry Henderson, and Jennifer Smith, as they have been involved with the DDA. Lillie will set up interviews with new board members in the coming weeks.

* 1. Discussion of upcoming strategic meeting Lillie

Want to look at DDA strategic goals from 2015

* 1. Discussion of annual meeting Lillie

Having the annual meeting at Mellow Mushroom on February 25.

* 1. Update on water main project Lillie

Lillie gave an update on the water main project. Things are proceeding as planned.

1. Other Business

Art in Bartow program: Earline Burke and Barry Henderson have been meeting with the CVB and the Cultural Arts Alliance and the Art in Bartow position and program will be hosted under the Cultural Arts Alliance. Moving forward with the under the bridge art project. Have to bring it back to council in February. Graham Contractors are donating a lot of materials to this project. The art program has to raise money for the artist work.

1. Adjourn

Maureen Kirkland made a motion to adjourn.