CARTERSVILLE DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting Minutes

Thursday, March 21, 2019

1. Call to Order Dan Kramer

Board members present: Dan Kramer, Mary Ann Henry, Pam Wilson, Barry Henderson, Alan Sanders, and Jennifer Smith

Board members absent: Michael Chitwood

DDA staff: Lillie Read, Hannah Surrett

1. Approval of Minutes Dan Kramer

The minutes are the summary from the DDA strategic meeting on Feb. 1. Pam Wilson made a motion to approve the minutes as presented. Alan Sanders seconded. The motion was voted and passed (6-0, with 1 absent).

1. Internal Affairs

* 1. Review of Budget Lillie

Lillie reviewed the budget. The city has approved replacing the depot roof. Funds will be placed in the DDA budget to cover expenses. The budget is trending normally.

* 1. BID Update Lillie

Lillie reviewed the BID fund. At the annual meeting, approved BID grants were disbursed to downtown business/property owners. The total amount disbursed was $11,003.

* 1. Manager’s Report Lillie

Lillie gave the manager’s report.

* 1. Photo Fence: No financial issues, currently sold 10 of the 27 ($40-$80 each)
  2. Annual projects
     1. Revise Design Guidelines
     2. CVB Interviewing candidate for Art in Bartow position on Friday, March 22d
     3. Walkability Study
     4. Farmers’ Market Manager
     5. Way Findings – Dan and Pam to assist
     6. Tourism Survey (CVB) – Ellen
  3. Pumphouse Players
     1. Audience Down, request to help to promote
  4. Upcoming Events:
     1. BBQ & Brews
     2. Taste of Cartersville – email Erika for Application: $25.00 for tickets prior to event, $50.00 day of event
  5. Situational Awareness class hosted with PD for downtown businesses with great turnout. Following up with Active Shooter Training on April 1 & 8th
  6. Cigar Bar liquor license– Requirements redefined per the Alcohol Control Board
  7. Design Meeting – no design meeting in March to report on
  8. Events Report Hannah

Hannah gave an events update. Pub Crawl – cups have been a positive change. The event is sold out and we will consider raising the number of tickets for the next spring crawl. The Fashion Show in April is on track with scheduling.

* 1. Board Reports Board members
     1. Olive Tree & Vine –
        1. April 13th, Wine Tasting Benefit for Tranquility House
        2. Poetry Reading, GA Highlands – February 21st
     2. It’s About Time
        1. Brighton Launch – please support, February 21st.
     3. Cartersville Artist in YOU
        1. Kid’s Art Show
        2. Also selling Retail Items now!!
     4. Alan Sanders – WBHF
        1. United Way Charity – ONLY For Bartow!!! Money stays in county!!!
        2. Rick Mason – Golf Tourney - Barnesley
        3. BartowLiveUnited.org

1. New Business
   1. Discussion of strategic meeting priorities Lillie

The board reviewed and discussed the strategic meeting priorities from February: Art, Tourism, Health & Wellness.

* 1. Discussion of long range strategic plan Barry

Barry asked some questions of the board regarding their ideas for updating the long-range strategic plan.

* 1. Discussion of depot renovation/redesign Barry

Barry asked if he could do some information gathering for a potential update/renovation for the depot in order to make the welcome center and board room look more professional and attractive.

* 1. Discussion of downtown Christmas decorations Lillie

Dan Kramer emphasized the need for new Christmas decorations. The current decorations are dated and the Christmas tree looks like it is dying.

Other Business

Adjourn

Jennifer Smith made a motion to adjourn.