CARTERSVILLE DOWNTOWN DEVELOPMENT AUTHORITY

Board of Directors Meeting Agenda

Thursday, May 16, 2019

1. Call to Order Dan Kramer

In attendance:

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

City of Cartersville staff: Dan Porta

Citizens: Council Member Calvin Cooley, Valerie Millsaps, Leata Selby

1. Approval of Minutes Dan Kramer

Jennifer Smith 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 changes to the new fiscal year budget and showed where increases were approved for the DDA special events budget.

* 1. BID Update Lillie

Lillie provided an update regarding the BID fund. Revenue collection is trending as expected.

* 1. Manager’s Update Lillie

Lillie gave the manager’s update.

* + 1. Farmer’s Market manager hired: Regina Shaw
    2. Land Bank: 16 Erwin available for bids
    3. Barry Henderson: gave an update about gathering members for an Economic Development Committee: Patrick Nelson/Landbank, Tom Sills/Transportation, Tom Gilliam/Parks&Recreation
    4. Economic Development: BID dedicated property owner visits should begin – preemptive to renewal
    5. Design: Christmas decorations replacement will cost an estimated $66,000.
    6. Art Mural: under bridge approved with changed install design
    7. Promotions: expanding Bluegrass to include Wall St. Change name to reflect current offerings (Bluegrass and Roots Festival)
    8. Outreach: Social Media 101 successful and helpful for those attending.
  1. Events Update Hannah

Hannah provided an events update. Music by the Tracks starting this month. 1st Music by the Tracks will include Coconuts, Taverna, Mellow Mushroom, The Local.

* 1. Board Update Board members

There were no board reports..

1. New Business  
   1. Confirmation of BID use for 4 Korners Special Event Lillie

Lillie requested the use of BID funds in the amount of $2,000 for promotion to host the 4 Korners Special Feature Event. Dan Kramer made a motion to approve $2,000 to fund the special feature concert. Mary Ann Henry seconded. The motion was voted and passed unanimously. (6-0, with 1 absent)

* 1. Discussion of BID funds for Bluegrass Festival Lillie

Lillie requested the use of BID funds in the amount of $2473 for promotion to provide table decorations for Music by the Tracks, promotional video, portapotties, stage banners, and a backdrop banner. Alan Sanders made a motion to approve the request. Barry Henderson seconded. The motion was voted and passed unanimously. (6-0, with 1 absent)

* 1. Discussion of hosting Strong Towns session in October Lillie

The board discussed hosting Charles Mahron from Strong Towns in conjunction with book launch during Oct. 1-4 timeframe. DDA cost not to exceed $2500 from BID fund for downtown promotion. Pam Wilson made a motion to approve the use of BID funds, amount not to exceed $2,500, to host a Strong Towns presentation. Jennifer Smith seconded. The motion was voted and passed unanimously. (6-0, with 1 absent)

Other Business

1. Adjourn

Alan Sanders made a motion to adjourn.