

CORNELIA



DDA/Main Street Board Meeting

AGENDA

Thursday, January 9, 2019 8:30 AM
Depot

1. Meeting called to order- Heath Barrett @ 8:32
 - a. Motion to add Real Estate to the agenda made by Brentt Cody, seconded by Lindsey Holt, All approved
2. Real Estate
 - a. Motion to approve the sale of 655 North Main Street as stated in purchase and sale agreement dated December 3, 2019, and have proceeds wired to DDA Operating Account made by Brentt Cody, seconded by Hope Murray, All approved
3. Financials (Hope)
 - a. Savings- \$10,000
 - b. Operating- \$644.22
 - c. Façade grant account- \$3,929.18
 - d. Hope mentioned that the signature cards for the bank accounts need to be updated to include Jessie, Heath, and Hope
4. Old Business (Strategic Project Updates)
 - a. Complete Apple Tree Alley – (action items, tasks, reports) (5 minutes) – Brentt Cody, Project Leader
 - i. Jessie mentioned that we are sending quarterly reports to USDA for our grant and we need to be able to show some progress on the project. Brentt asked Jessie to resend the updated concept drawings of Appletree Alley. Dee said he would send Jessie the invoices from the engineers. Brentt created an action plan for the next month to have negotiations for acquisition of parking lot finalized
 - b. Acquire and Design Downtown Greenspace – (action items, tasks, reports) (5 minutes) – Lindsey Holt, Project Leader
 - i. Lindsey suggested three places in downtown that she thinks would make good places to create a greenspace. Jessie also recommended a space that could be included in the Appletree Alley project and cost efficient. Lindsey stressed that we want to do projects that are going to be cost effective, but make a big impact. Hope expressed concerned of the location of one of the greenspaces and remarked that people may complain if we close that area because of the train tracks. Jessie stressed that the area will be closed anyway because of safety concerns for pedestrians. After some discussion, it was determined that we will revisit this topic next month. Jessie will have some ideas from other communities to present to the board at the next meeting.
 - c. Clean Up and Beautify Downtown Area – (action items, tasks, reports) (5 minutes) – Heath Barrett, Project Leader
 - i. Lindsey expressed concerns over the appearance of some privately owned properties in downtown and proposed that the DDA offer ways to help them improve the aesthetics of their property. Hope and Lindsey suggested offering

façade grants to some people. Jessie reminded the board that they might want to focus on some things they can control such as flower pots, public art, murals, sidewalks, painted crosswalks, etc. These things are cost effective and make a big impact and may entice private owners to do some work on their own. Heath said he would create an action plan and identify some spaces we can work on in the next month and report back.

5. New Business

a. Mandatory Training

- i. Jessie said that there are three people who need to take DDA Basic Training and they are registered for the end of this month. Jessie will need copies of the certificate of completion for the Main Street Accreditation. There are five people who need to take Main Street 101 by the end of February. There is a link on the website that is a study guide, and then they will take the online test. Once everyone has completed this, all other training is elective.

b. Fundraisers

- i. The DDA has two fundraisers scheduled for this year. One is a tea party and one is a cornhole tournament. Jessie mentioned that the cornhole people are looking for a place to hold weekly tournaments. Lindsey offered her vacant space in the basement of her restaurant. Jessie will get with the league director and see if that works for him. The Tea party is March 14 and the cornhole tournament is April 24.

c. 2020 Commitment Letters

- i. Jessie said that the commitment letters are also mandatory for the Main Street program and needs everyone to sign them. She also highly encouraged everyone not to sign unless they know they can fulfill the commitments.

d. Main Street Accreditation

- i. Jessie said that she needs some volunteers to go with her to Athens to present to the Georgia Main Street program for our annual accreditation. Emily, Lindsey, Hope, and Heath volunteered to represent the board.

e. Annual Awards Ceremony (nominations, votes, date)

- i. Brentt and Lindsey proposed that we changed some of the titles of the awards and that we cut down on the amount of awards we issue. After some discussion, the board decided new names for the awards and nominated some people. Jessie will send out an anonymous survey for the board members to vote, along with descriptions of the business.
- ii. Jessie said there is a conflict with our regular board meeting time, as next month is our Small Business Development Class. She proposed moving the date to February 13th, where we will have our meeting and then the Awards Ceremony immediately following at Connexion Church. Everyone agreed that date will work.

Upcoming Events: Awards Ceremony (TBD), SBDC Class- Quickbooks Thursday, February 6, Assault on Mt. Currahee February 15, Tacky Prom February 21

6. Next Regular Board Meeting: **February 13** at Connexion Church at 8:30 a.m.

7. Adjourn-

- a. Motion to adjourn at 9:51 a.m. made by Emily Herrin, seconded by Lindsey Holt, all approved

Present: Heath Barrett, Mickey Carroll, Hope Murray, Lindsey Holt, Kristy Hammond, Dee Anderson, Brentt Cody, Emily Herrin, Jessie Owensby

Absent: Matt Cathey

Guest: Jerry Harkness