



DDA/Main Street Board Meeting

AGENDA

Thursday, April 8, 2021 8:30 AM
Commissioner's Downstairs Conference Room

1. Meeting called to order: 8:39 a.m.
2. Financials
 - Savings- \$3,524.96
 - Facade- \$9,959.00 with \$2,000 committed to Feed and Seed and Compass Pest
 - Operating- \$644.22
3. Old Business
 - a. Downtown Marketing and Messaging- Lindsey Fitzgerald
 - i. Sub-committee met and decided that Cornelia isn't quite ready for an app yet, so we need to table that and look at further down the road
 - ii. Haven talked about designing a sticker or some sort of logo for the downtown district and a way to identify beverages that have been purchased in the entertainment district. There was some discussion about cups, branded mugs, stickers or both. The sub-committee will continue working on this.
 - iii. Cornelia has been nominated to be a Historic District by the State Historic Preservation office. This will get signs for the historic downtown on the highways. It was mentioned that we should also put signs up directing people to downtown, and that there is already existing signage in place that maybe just needs to be updated. This conversation will be continued as well
 - b. Redevelopment of Downtown Properties- Hope Murray
 - i. Having a Historic District means that the city will need to form a Historic Preservation Commission. They will then need to develop design guidelines for the buildings. Everyone who then wants to redevelop a building will have to adhere to the guidelines in order to preserve the building. There are three seats and two are open.
 - c. Trails Program- Heath Barrett
 - i. Gainesville has a new trail in the Chicopee neighborhood that runs from Chicopee Golf Course all the way to the center of Gainesville. Jessie contacted the City Manager to schedule a meeting to take a tour and find out how they got the railroad on board and how they funded it.
 - ii. Jessie said she has renderings of the Cornelia Rails to Trails plan that GMRC created in 2013 in her office if anyone wants to come look at them
 - d. Greenspace- Group discussion
 - i. DDA needs to order benches. Board wants the benches to be black. Jessie will send out a rendering for approval. There is room for three and two of them are paid for through sponsors. Emily suggested that Kiwanis pay for the third bench. Jessie said she will bring it up in the next Kiwanis meeting.

- ii. Emily volunteered to go talk to the store manager at Lowes to see if they are willing to donate pavers and/or shrubs for the greenspace
 - iii. The tree is ordered. Brentt will mark the location for the installation and Shooks will install
 - iv. Hope said we should consider painting a mural in the greenspace. Jessie and Emily said that we were planning to paint one on the fence.
 - v. Jessie said that we need to name the greenspace and market it as such and create signage for it so that it can be differentiated from Fenders Alley and people will know it's a separate space. Several names were suggested, but Mayor Borrow recommended "The Yard" because it's greenspace. "Go play in the Yard." Lindsey Holt made a motion to adopt that name, Brentt Cody seconded, all were in favor. The Greenspace will now be called, "The Yard."
 - e. Appletree Alley- Jessie Owensby
 - i. Jessie said that the far side of Appletree Alley just needs to be striped and it will be done. They are working on the island now. Georgia Power and Windstream are done. They are about to redo the near side. They will string the lights last. Jessie said we need to order tables. Lindsey said she had some in mind to recommend. Jessie said she already ordered trash cans.
4. New Business
- a. Sign grant applications (Cornelia Florist, Brownies by Faith, Fenders Diner, Community Brew and Tap)
 - i. Cornelia Florist- Motion was made to approve in the amount of \$263.00 by Heath Barrett, seconded by Brentt Cody, all in favor
 - ii. Brownies by Faith- Motion was made to approve in the amount of \$161.82 by Brentt Cody, seconded by Heath Barrett, all in favor
 - iii. Fenders Diner- Motion was made to approve in the amount of \$500 by Heath Barrett, seconded by Hope Murray, all in favor
 - iv. Community Brew and Tap- Motion was made to approve in the amount of \$500 by Heath Barrett, seconded by Brentt Cody, all in favor
 - b. Façade grant application (Fenders Diner, Community Brew and Tap)
 - i. Fenders Diner- Motion was made to approve in the amount of \$1,500 by Heath Barrett, seconded by Hope Murray, all in favor
 - ii. Community Brew and Tap- Motion was made to approve in the amount of \$1,500 by Heath Barrett, seconded by Brentt Cody, all in favor
 - c. Cornhole Tournament- Lindsey F.
 - i. Jessie said that the DDA isn't going to profit from this event so was wondering if we should continue to hold it. After some discussion, it was determined that hosting the event anyway would still benefit the surrounding businesses in addition to exposing visitors to the entertainment district.
 - ii. Jessie said that we do need to host something that will return a profit. Several ideas were presented such as a cash raffle, gun raffle, Kentucky Derby, etc. Emily mentioned that we need to have a fundraiser that isn't just a party. It's something that people actually want to make time to come to. Clarkesville Kiwanis is hosting an Axe Throwing tournament so that is something to think about. Ashley Hatchett proposed hosting a local BBQ or

Chili cookoff. It would be a much smaller scale and more local than the former Cornelia Apple Blossom Festival and could charge an entry fee and sell tasting tickets to make a profit. Everyone is open to that idea so it may warrant more future discussion.

5. Next Regular Board Meeting: **May 6** at the Commissioner's Conference Room at 8:30 a.m.
6. Adjourn- Motion to adjourn was made by Brentt Cody, seconded by Hope Murray, all in favor. Meeting adjourned at 10:04 a.m.

Present: Ashley Hatchett, Hope Murray, Brentt Cody, Emily Herrin, Lindsey Fitzgerald, Heath Barrett, Lindsey Holt, John Borrow

Absent: Mickey Carroll, Dee Anderson

Guest: Haven Beavers