



DDA/Main Street Board Meeting

AGENDA

Thursday, August 5, 2021 8:30 AM
Commissioner's Downstairs Conference Room

1. Meeting called to order: 8:30 a.m.
 - a. Motion made by Hope Murray, seconded by Lindsey Holt, all approved
2. Financials
 - Savings- (greenspace furniture money) \$6,374.41
 - Facade- \$2,725.36
 - Operating- \$644.22
3. Old Business
 - a. Downtown Marketing and Messaging- Lindsey Fitzgerald
 - i. Lindsey said she is working with businesses to try to help promote them and what they have going on, and she has been taking a lot of pictures to share on Instagram. She will continue to focus on this after the Big Red Apple Festival.
 - b. Redevelopment of Downtown Properties- Hope Murray
 - i. Jessie needs investors to come and buy some properties because she has a waiting list of tenants with nowhere to put them.
 - c. Trails Program- Jessie Owensby
 - i. Jessie has been looking into creating a map of all the connected trails and sidewalks throughout the city. As Level Grove Road is finished, one can walk from the City Park to Ingles without getting off a city sidewalk. The city is having trouble with getting any correspondence from Norfolk Southern, but if the Rails to Trails project ever gets finished, one can walk all the way from Walmart to Ingles and everywhere in between without getting off the sidewalk, which could be HUGE for redevelopment of properties and creating new housing units.
 - ii. The city is looking into the possibility of creating a TAD (Tax Allocation District) for redevelopment of downtown properties, which would also help acquire the properties needed for the Rails to Trails project.
 - d. Greenspace- Jessie Owensby
 - i. mural artist- UGA
 1. Make the World Bright is a department through UGA that commissions art students to paint murals. This entity just completed a mural in Hartwell. Jessie reached out to them and they seem very excited to help. More to come on this.
 - ii. Arnold Drug MOU
 1. Arnold Drug gave the DDA a verbal agreement to paint the mural on its wall, but they do want to see a rendering before they sign the MOU.
 - e. Appletree Alley- Jessie Owensby
 - i. Update, furniture, landscaping
 1. The furniture for Appletree Alley came in and Public Works has installed it. We still have to order umbrellas for the tables

2. The City put out bids for a Landscaping proposal for Appletree Alley to install new plants and flowers and make it pretty. Those bids came in and they are on the commission agenda for approval.
4. New Business
 - a. Historic District- HPC meeting
 - i. The HPC has been formed. There are two open seats, so we need to fill those. They had their first organizational meeting. Next meeting, they will have GMRC come and help them create design guidelines. Once those are approved, all exterior façade renovations in the Historic District will have to be approved by this commission.
 - b. DDA annual retreat
 - i. We will have Georgia Downtowns again this year as our facilitator for various reasons. They do an all-inclusive package that is easier to adopt than what we did last year.
 - ii. This year's retreat will be held in the basement of Bigg Daddys Cornelia on Thursday, November 5th from 8:30-1:00 with the understanding that DDA board members MUST commit the time and can't leave once they arrive until we are finished.
 - c. GDA Awards Ceremony
 - i. We have 14 people going to this to represent our city. The awards that the DDA are receiving are solely because of the TEAM of people within the city and the DDA who helped make it happen. Heath asked if Jessie could get one more ticket for his wife, and Lindsey Holt asked if she could have a ticket as well. Jessie said she would look into it.
 - ii. Once the announcement of the awards is made at the awards ceremony, we will take pictures and write a press release to formally announce our awards. SHARE as much as possible so you can get the recognition you deserve for all the hard work you did to make it possible. It's a big deal.
 - d. Big Red Apple Festival
 - i. Lindsey has been working really hard to reach out to other communities and get new vendors for the festival. She has also been working with Fenders to have the entertainment at their outdoor stage. She said she will take applications until September third.
 - ii. Lindsey Holt said Bigg Daddys would do the meal orders for the vendors again this year
 - iii. Lindsey F. is working on the volunteer sign-up sheet. She will send it out when she gets it finished and the DDA board members will need to sign up for a time slot, as all board members are required to volunteer.
 - e. Term Expirations and Nominations
 - i. There are several board members who roll off the board in December. If the board member would like to stay on, he or she is welcome to say so. If not, they must find someone to nominate to replace them on the board.
5. Next Regular Board Meeting: **Thursday, September 2** at the Commissioner's Conference Room at 8:30 a.m.
6. Adjourn- Motion made to adjourn to do check presentation at Cornelia Florist at 9:33 a.m. by Lindsey Holt, seconded by Hope Murray, all approved

Present: Lindsey Fitzgerald, Hope Murray, Brentt Cody, Jessie Owensby, Heath Barrett

Absent: Ashley Hatchett, Mickey Carroll, Dee Anderson, John Borrow, Emily Herrin