



DDA/Main Street Board Meeting

AGENDA

Thursday, September 2, 2021 8:30 AM
Commissioner's Downstairs Conference Room

1. Meeting called to order:
 - a. Motion was made to call the meeting to order at 8:32 a.m. by Hope Murray, seconded by Mickey Carroll, all approved
2. Financials
 - Savings- \$6,374.41
 - Facade- \$644.22
 - Operating- \$2,725.36
3. Old Business
 - a. Downtown Marketing and Messaging- Lindsey Fitzgerald
 - i. Lindsey continues to work on planning the Big Red Apple Festival for now
 - b. Redevelopment of Downtown Properties- Jessie Owensby
 - i. Jessie has created a spreadsheet that has all the businesses waiting for a space in downtown.
 - ii. Emily mentioned something called a "receivership," where the DDA takes possession of the property, does the renovation, then offers to sell it back to the owner at the project cost. If they don't want it, the DDA can put it up for sale. Jessie said that the cities of Griffin and Gainesville have programs similar to this. Emily mentioned the vacancy registration. Jessie said we have that ordinance, and we charge the property owner \$100 per year. Everyone agreed that is a low number. Jessie said the DDA can propose to the City Commission to amend it to a higher number if they'd like.
 - iii. Jessie also said the city has a blight ordinance, but the buildings must meet certain criteria. Jessie said she can identify 10-15 properties that meet criteria. However, the building inspector must also deem it blighted, then it must go to municipal court where the judge must deem it blighted. Then, the property owner has a full twelve months to rectify the situation before the city can implement the tax.
 - c. Trails Program- Jessie Owensby
 - i. URA- Jessie said that the Urban Redevelopment Agency has met and discussed possibly securing the bonds to fund the Rails to Trails project
 - ii. RTP- Jessie said that she will be working with Laurin Yoder from GMRC to apply for a Recreation Trails Program grant, which will also help fund the Rails to Trails project
 - d. Greenspace- Jessie Owensby
 - i. Pavers- Jessie passed around the catalog of furniture to order for the greenspace. There have been sponsors for this and we need to place an order. Jessie wants to do a black bench because the pavers are red. She also said she

wanted to order from this particular catalog because they are out of Flowery Branch. Everyone agreed.

- ii. Jessie said she has been in contact with the UGA Art Department about the mural we want to do. She has sent them pictures of the city and notable landmarks and told them we want something modern but historic. They are working on a sketch to show us.
- iii. Emily said she has been in design training and told a story about a city in South Carolina (Lake City) that completely transformed their downtown because of murals.
- iv. Lindsey and Jessie found a great wall in an alley to transform into an awesome selfie spot, but we need to approach the property owners about it. It would be a great alley transformation project.

4. New Business

- a. Historic District- HPC meeting
 - i. The Historic District has just been approved and the Historic Preservation Commission met with Joe Rothwell with GMRC to discuss creating downtown design guidelines. The Historic Preservation Commission and the DDA will need to work hand-in-hand on these projects and be in good communication and on the same page at all times because the Historic District is in the Downtown District.
- b. Sign Grant Application
 - i. The Genesis Academy- This has been approved. Jessie will deliver her check to her. She asked everyone to please note on the calendar that we will have a check presentation photo on Tuesday, October 5th at 9:30 a.m. Jana plans to include her students in the photo
- c. Big Red Apple Festival
 - i. Lindsey Holt took all the volunteer spots! That does NOT mean that ALL board members need to fulfill their volunteer requirement. If a board member has not yet signed up for a spot, they need to get in touch with Lindsey Fitzgerald to see where they can help.
- d. Term Expirations and Nominations
 - i. Ashley Hatchett's term will expire December 31, 2021. She will not stay on. Rather, she has nominated Jared Sanders to take her place. The new term would expire December 31, 2025.
 - ii. Mickey Carroll's term will expire December 31, 2021. He will not stay on. Rather, he has nominated Cagney Meads to take his place. The new term would expire December 31, 2025.
 - iii. Hope Murray and Emily Herrin's terms expire December 31, 2021. They have both volunteered for another term. Their new terms will expire December 31, 2023.

5. Next Regular Board Meeting: **Thursday, October 7?** at the Commissioner's Conference Room at 8:30 a.m.

- a. Jessie is having a procedure October 6th and will be out. Lindsey Holt suggested we meet **Tuesday, October 5th** at 8:30 instead. Motion to move the DDA meeting was made by Hope Murray, seconded by Mickey Carroll, all approved

6. Adjourn- Motion made to adjourn by Emily Herrin, seconded by Mickey Carroll, all approved.
Meeting adjourned at 9:17 a.m.

Present: Emily Herrin, Hope Murray, Lindsey Holt, Brentt Cody, John Borrow, Mickey Carroll, Jessie Owensby

Absent: Ashley Hatchett, Heath Barrett, Dee Anderson