



DDA/Main Street Board Meeting

AGENDA

Thursday, September 3, 2020 8:30 AM
Downstairs Commissioner's Conference Room

1. Meeting called to order: 8:30 a.m. by Heath Barrett
 - a. Jessie asked to amend the agenda to include the planning retreat. Motion was made by Brentt Cody to add to 4.b. Motion was seconded by Mickey Carroll, all approved
 - b. Motion to adopt agenda made by Mickey Carroll, seconded by Brentt Cody, all approved
2. Financials
 - Savings- \$11,083.32
 - Facade- \$9,959.18
 - Operating- \$644.22
3. Old Business (Strategic Project Updates)
 - a. Appletree Alley-
 - i. Jessie said that project is out for bids. Dee said the bid is up at the end of September. Jessie said it will take 30 days to secure contracts and then we can break ground. Lindsey expressed concern about timeline for project because parking would be eliminated. Dee explained that it is in the contract to do the project in sections so that there would always be parking at any given time.
 - b. Entertainment District-
 - i. Mickey and Lindsey brought up the discussion of marking the entertainment district so that tourists know where it ends. They suggested painting apples on the sidewalks to make it simple to explain to customers. There was also an inquisition regarding signage and if it could be added to the existing wayfinding signage. Hope suggested we design banners to go on light poles. Jessie explained that we could do a combination of all of those options so that it becomes very simple for locals, business owners, and customers to understand. Dee asked the board to write a letter to the commissioners requesting permission to paint apples on the sidewalks. Jessie said it could be a DDA project that we pay for and do ourselves, making it cost effective.
 - ii. Lindsey discussed the opportunities for branded mugs and the cost-benefit analysis for the business owners. Several options were discussed regarding cups, but no decisions were made.
 - c. Greenspace-
 - i. Jay Reeder said that the demo is almost complete. He and Dee explained that there was an issue with the power lines being buried so close to the asphalt, but they are moving those today or tomorrow and then demo should be complete. Jay said he is staying on top of the project to try to get it complete. He also said that he may not to the shipping container and may opt to stick build it. This made the Robert, building inspector, happy because he had concerns over the shipping container.

4. New Business

a. Sidewalk Café Ordinance

- i. Jessie provided copies of the alcohol amendments that were proposed to the city commissioners at their monthly meeting. It has been posted for 30 days for public comment. The amendments tidy up language regarding what is and is not allowed inside the entertainment district. The board reviewed the proposed amendments and Hope suggested that they change the music/noise ordinance amendment to midnight instead of 11 p.m. Dee suggested the DDA also request the change in the letter to the commissioners.

b. Planning Retreat

- i. Jessie mentioned that we need to schedule our annual planning retreat. She asked if we should go with Georgia Downtowns as a facilitator and if we should continue to host at Sweet Acre Farms. Robert and Emily suggested that we host it in another entertainment district, so we can see how they do it. Jessie said she would look into a meeting space in Gainesville. Emily said if we can't find a space, we can host at Common Ground. Jessie also said that GMRC and Carl Vinson could both potentially facilitate, as well as maybe NGTC. Emily said it may be nice to get a new perspective. Jessie said she would research and keep everyone informed.
- ii. Several dates were suggested for the retreat, but everyone agreed that November 19th was a good date for everyone. This will take the place of the November board meeting.

Upcoming Events: Downtown Trick or Treat Friday, October 30, rain or shine

5. Next Regular Board Meeting: Mayor Borrow pointed out that the next board meeting would be held before the city commission meeting if we met on the regular meeting date. A motion was made by Emily Herrin to change the meeting date to October 8th instead, seconded by Mickey Carroll, all approved. **October 8** at the Downstairs Commissioner's Conference Room at 8:30 a.m.

6. Adjourn- 9:23 a.m.

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

Absent: Matt Cathey

Guests: Mayor John Borrow, Robert Gutowski, Jay Reeder