



DDA/Main Street Board Meeting

AGENDA

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

1. Meeting called to order: 8:28 a.m.
 - a. Motion to adopt agenda made by Hope Murray, seconded by Emily Herrin, all approved
2. Financials
 - Savings- \$1,108.32
 - Facade- \$9,959.18
 - Operating- \$644.22
3. Old Business (Strategic Project Updates)
 - a. Appletree Alley- Jessie Owensby
 - i. Appletree alley has been awarded to Higgins Construction
 - ii. Bids came in over budget so we took out some things that the city workers can do themselves and it brought the project within the budget.
 - iii. Contracts are currently being signed and Carter & Sloope engineering is taking care of that
 - iv. Construction starts at the end of this month
 - b. Entertainment District- Lindsey Holt
 - i. Jessie said we have had a request to expand the entertainment district already so she asked the individual to submit a letter of request to the city commissioners to expand that district to include the property
 - ii. The question was posed if there had been an uptick in litter, and Mickey stated that he found one cup, but none other than that
 - c. Greenspace- Jessie Owensby
 - i. The greenspace has permitted for work and that work should be happening currently. Robert stated the footers for the building are being installed.
4. New Business
 - a. GDA Recap
 - i. Jessie mentioned that she attended the GDA virtual conference last week and had some takeaways to share
 - ii. There was a discussion about food trucks and how they can benefit the downtown instead of hindering our established restaurants. Jessie explained case studies and evaluations from other communities that do it well. Mayor Borrow asked what that would look like for our community and how to make it work successfully
 - iii. It was decided that this is an event that the DDA may want to look into for the coming year with specific restrictions
 - iv. Jessie attended a placemaking in economic development session that she attended that spoke about asset inventory. She suggested that the DDA should take inventory of all the good things that Cornelia has already and market those.

She said that may be something the DDA wants to spend a good amount of time on in the near future

- v. Jessie talked about murals in our downtown. We have discovered several mural in and on old historic buildings that cover the entire wall, but the city has a mural ordinance that doesn't allow more than 25% of the façade to be covered. The DDA will work on drafting a request to the city commissioners to amend that ordinance to allow for murals with the DDA being the oversight for who, what, when, where, and why a mural is commissioned. She also mentioned that the city of Monroe painted quotes instead of murals
 - vi. Jessie talked about incentives that are offered in the city. She reference the DDA financial assistance program and that the DDA still has some money to spend for a second round. However, she told about how the city of Canton did a BOGO on gift cards for businesses throughout the downtown and the DDA matched it 100%. It put \$35,000 back into the economy in just two weeks. Hope mentioned that this may be something we do for round two as it sounds like it worked for them. That way, all of the businesses can benefit instead of just a few. It was mentioned that Small Business Saturday would be a great launch date for this program so that people can shop during the Christmas season
- b. Christmas in Cornelia
- i. There was a discussion about Christmas lights and what each business was going to do, and how that should look. Mayor Borrow suggested that we do one big uniform decoration and allow the businesses to partner with the city or to allow each business to do what they want. Jessie said the city used to have a contest and several businesses did very well. Lindsey said the city of Helen requires the Christmas lights and requires them to stay on, but they are provided through the city. There was discussion about going all out and making the downtown look great for the Christmas season
 - ii. Jessie also explained that Christmas would be moving downtown this year to help with social distancing and it will only be on one night. We will also combine the Christmas movie night that the CBA hosts with the Christmas event. Businesses will serve Christmas specials that night and the events will be happening in different locations throughout downtown. Heath said this event would be a good way for DDA board members to get their required volunteer hours for the year, as some need more than others. Jessie said she needs all hands on deck for this event and ask board members to put it on the calendar

Upcoming Events: Downtown Trick or Treat Friday, October 30- If businesses want to participate, they just need to let Kristy know. The costume contest will be outside instead of inside and trick or treaters should come at their own risk

- 5. Next Meeting: **November 5** at the The Barn at Jaemor Farms at 8:30 a.m. (please plan for a light breakfast and working lunch. Will try to have you out by 1 p.m.)

- a. If you know someone who would be interested and helpful to the planning of our priorities for next year, please let Jessie know so she can get an exact head count for food
6. Adjourn- Motion to adjourn made by Emily Herrin, seconded by Mickey Carroll, all approved at 9:41 a.m.

Present: Mickey Carroll, Heath Barrett, Hope Murray, Emily Herrin, Kristy Hammond, Jessie Owensby, Matt Cathey (by phone), John Borrow, Lindsey Holt (by phone)

Absent: Brentt Cody

Guests: Robert Gutowski