



DDA/Main Street Board Meeting

AGENDA

Thursday, November 4, 2021 8:30 AM
Commissioner's Downstairs Conference Room

1. Meeting called to order:
 - a. Motion made to call to order by Heath Barrett, seconded by Hope Murray, all approved at 8:37 a.m.
2. Financials
 - a. Lindsey Holt will take over as Treasurer beginning in December. Currently, Hope, Heath, and Jessie are on the signature cards. Heath Barrett made a motion to remove himself and Hope from the signature cards and replace with Lindsey and Emily. That motion was seconded by Brentt Cody, all approved.

Savings- \$6,349.41
Facade- \$2,355.82
Operating- \$644.22
3. Old Business
 - a. Downtown Marketing and Messaging- Lindsey Fitzgerald
 - i. Lindsey is working on growing Cornelia's presence on social media
 - b. Redevelopment of Downtown Properties- Jessie Owensby
 - i. Jessie said that downtown had four businesses open in the last few weeks
 - c. Trails Program- Jessie Owensby
 - i. No update
 - d. Greenspace- Jessie Owensby
 - i. Mural- Jessie sent all the feedback from the board members to the "Make the World Bright" group at UGA. We will wait to get an updated rendering.
 - ii. There was a discussion about what kind of mural is ideal for that space with photos to show, along with discussion about how to add sponsors to the mural
 - iii. Jessie said the benches and plaques have been ordered. We need to get pavers in before we install them.
4. New Business
 - a. Christmas in Cornelia
 - i. Lindsey said Christmas in Cornelia is December 4th starting at 4 p.m. and she will be reaching out to all board members to see what they're doing for the event, or where they can volunteer for the event.
 - ii. Emily said the Holiday Market is full
 - iii. Christmas tree lighting ceremony included in event when it gets dark
 - iv. Brentt said that's the date and time of the SEC Championship game and after discussion, it was determined that several places in downtown will be showing it.
 - b. Façade Grant application- Salon Avanti

- i. Facade grant application was reviewed, and a motion was made to approve the grant in the amount of \$1,000 by Heath Barrett, seconded by Brentt Cody, all approved
 - c. Nominations for DDA board- applications
 - i. Jessie said that Jared Sanders withdrew his application citing that he was too busy to commit. That leaves at least one open seat on the board. There is another application in to fill the second open position, but Emily and Lindsey are going to check and make sure she is still interested. We will work to fill those seats as soon as possible. Jessie said she would like for candidates to come to the annual retreat so they can at least see what we will be working on next year.
 - ii. Mayor Borrow asked what the eligible criteria is for a board member. He also asked if the number of board positions could be increased. Jessie said she would get that information and send to the board.
 - iii. Hope said she is happy to continue to serve, but if someone else is interested in the seat, she will step down.
 - d. DDA Retreat
 - i. The DDA retreat will be held on Thursday, December 2 from 9:30 a.m. until 2 p.m.
 - ii. Emily offered to let us do the retreat at Common Ground instead of the Barn at Jaemor Farms. Jessie says she likes to get people out of town so they can focus. The board members all agreed that they'd like to have it in town. Jessie agreed under the condition that if it doesn't work, they will go out of town next year. All agreed.
 - iii. Brentt stated he was happy about the time change because it allows him to get some work done in the morning before he comes to the retreat.
 - iv. Jessie said she would provide lunch from Chick Fil A.
- 5. Next Board Meeting: **Thursday, December 2** at the Common Ground at 9:30 a.m.
- 6. Adjourn- Motion was made to adjourn the meeting at 9:38 a.m. by Brentt Cody, seconded by Hope Murray, all in favor.

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

Absent: Ashley Hatchett, Mickey Carroll

Guest: None