

**MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY**

The Downtown Development Authority Board held a regular scheduled meeting on January 8, 2020 at 11:00 a.m., at the Wayne Memorial Hospital Conference Room. Roll call was as follows:

Chair, Jerilyn Bennett	Present
Vice Chair, Dawn Zmuda	Present
Jeff Chandler	Present
Rick Peel	Present
Kim Rozier	Present
Jennifer Reeder	Present
Debi Smith	Present
City Manager, Mike Deal	Absent
Building Inspector, Don Herrin	Present
DDA Director, Molly Hall	Present
Secretary, Tracy Smith	Absent

Mrs. Smith made motion seconded by Mrs. Zmuda to approve regular scheduled meeting minutes dated November 13, 2019. All board members present voted yes.

Discussion was held on the following old business:

- Deck the Downtown – Director Hall announced the award winners for the Deck the Downtown contest as follows:
 - Overall – Jesup Pediatrics
 - Best Traditional – Wayne County Farmers Market
 - Funniest– State Farm - David Earl Keith
 - Most Artistic and People’s Choice- The Heritage Bank
 - Most Creative – Florida/Georgia Auction
- Downtown Developments: Director Hall updated the board on the new lodging accommodations in the downtown area. The Broadstreet inn being operated by Dr. Byron at 185 NW Broad Street is slated to open within the month and will offer 5-6 rooms. In addition, the second story of the Kicklighter building is now undergoing renovations to add overnight accommodations. This project will add approximately 8 more rooms in the downtown area.

Discussion was held on the following new business:

- Main Street accreditation and Work Plan: Director Hall stated that upcoming changes to the Georgia Main Street program are allowing affiliates to transition into Classic Main Street programs. This transition would involve creating an updated work plan.
- Lance Stinson – Director Hall stated that a tentative date of Marc 27th is being discussed for the re-scheduled concert.
- Director Hall gave her report and stated that the Rural Zone designation has created over 20 jobs in 2019 and over \$660,000 in investment downtown. She also reintroduced the idea of a downtown loyalty/discount card for merchants. The Historic Strand & Bistro have volunteered to sponsor the purchase of the cards if the DDA would spearhead the program, purchase marketing materials and assist in the design. The board agreed that the program should move forward.

- Upcoming First Fridays – the board discussed the proposed upcoming First Friday events and decided not to host one in January due to holidays. The schedule is as follows:
 - February 7, 2020 – SWEETheart Stroll
 - March 6, 2020 – Downtown Mini-Golf
 - April 3, 2020 – Shop Hop EGGstravaganza
 - May 1, 2020 – Downtown Game Night
 - June 5, 2020 – Concert or Music related event

The next DDA meeting will be held on February 12, 2020.

Meeting Adjourned,

Molly Hall

Director