

**MINUTES**  
**DOWNTOWN DEVELOPMENT AUTHORITY**

The Downtown Development Authority Board held a regular scheduled meeting on March 10, 2021 at 11:00 am at Cracker Williams Community Center. Roll call was as follows:

|                                |         |
|--------------------------------|---------|
| Raymond Brown                  | 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        | Present |
| Building Inspector, Don Herrin | Present |
| DDA Director, Molly Hall       | Present |
| Secretary, Tracy Smith         | Absent  |

Mrs. Reeder made motion seconded by Mrs. Smith to approve regular scheduled meeting minutes for January 2021. All board members present voted yes.

Discussion was held on the following old business:

- Downtown Developments: Mrs. Hall updated the board on the investor that is planning to open a micro-brewery in the Ingleside building and stated that he is renovating the first-floor interior of the building. The business will be named Union Station Brewing Company and aims to be open Summer 2021. She also stated that the Mallard Arms Inn is officially open and renting rooms for overnight accommodation at the Historic Kicklighter Building.
- Mrs. Hall announced new business My Daughter & Me will be opening in April on North Macon Street.

Discussion was held on the following new business:

- Officer Election: Mr. Chandler nominated Dawn Zmuda for chair and she accepted. This motion was seconded by Mrs. Smith and all voted in favor. Mrs. Rozier nominated Mrs. Smith as vice-chair and she accepted. Mr. Chandler seconded and all board members present voted yes.
- Commitment forms: Mrs. Hall distributed commitment forms for all board members newly appointed terms.
- Downtown Promotions: Mrs. Hall gave an update on plans for the Shop Hop/Egg Hunt promotion downtown for Easter. She stated 20 golden prize eggs would be hidden in downtown businesses redeemable for a \$50 gift certificate for the business. Mrs. Hall also announced the new Cash Mob promotion to encourage downtown shopping. She stated that the promotion will take place each Thursday from April to June and will show support for downtown businesses randomly selected. Patrons will have a chance to win gift certificates if they visit at least 10 of the Cash Mob businesses.
- Arch Fest 2021: The board discussed plans for Arch Fest this year at length. The board agreed to push the date for Arch Fest back to the 2<sup>nd</sup> Saturday in November (**Nov. 13<sup>th</sup>** this year.) This will help to eliminate conflicts with the GA/Fl game and Hunting season opening. The date move will also allow for “re-branding” Arch Fest to start the opening of the Holiday shopping season.

- Director Hall gave her report:
  - She reminded the board that the required Main Street 101 training would need to be completed by July. The board agreed to complete the training as a group at the May regular scheduled meeting.
  - Mrs. Hall announced the brochures for the Walking/Tourist Map are being printed. The board discussed having a large version of the map printed to display downtown.

The next DDA meeting was scheduled for April 14, 2021.

Meeting Adjourned,

**Molly Hall**

Director