

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY

The Downtown Development Authority Board held a regular scheduled meeting on June 9, 2021 at Cracker Williams Community Center. Roll call was as follows:

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

Mrs. Reeder made a motion seconded by Mr. Chandler to approve regular scheduled meeting minutes for May 2021. All board members present voted yes.

Discussion was held on the following old business:

- Cash Mob: Mrs. Hall updated the board on the Cash Mob promotion. She stated that all Cash Mob locations would be completed by the end of June. The board decided to revise the entry requirements to encourage participation and include those who only visited one location. Participants who completed five or more will receive two entries, and those who completed ten or more will receive three. All entries are due by June 15th at City Hall. Four prizes will total \$1,000 in gift certificates to downtown businesses.
- Main Street 101 training: Mrs. Hall reminded remaining board members that training needed to be completed by June 30.
- Arch Fest 2021: The board discussed the future of Arch Fest. After much discussion, Mr. Chandler made a motion to cancel the festival. The motion was seconded by Mrs. Zmuda. All board members present voted yes. The board agreed that a focus should be made on holiday events and First Fridays.

Discussion was held on the following new business:

- Downtown Banquet: The board set the date for the banquet for Sept. 16th. This year's banquet will be held at Cracker Williams Community Center and will feature dishes from all of the restaurants located downtown and the upcoming brewery Union Station. The board agreed to help personally reach out to businesses to encourage attendance.
- First Fridays: Mrs. Hall stated that she has been working on the event calendar for First Fridays for 2021-2022. First Friday events will be held from October 2021 to May 2022 with a different theme each month.
- Strategic Partnerships & Façade Grant: Mrs. Hall provided the board with copies of the current façade grant guidelines. She stated that she would like to see the program adapted to include a category for large scale development projects. After a brief discussion, the issue was tabled.
- Director Hall gave her report:

- Mrs. Hall gave an update on feasibility survey completed online about a brewery locating in downtown. She stated that the overwhelming majority of responses were positive.
- Mrs. Hall stated that the DDA billboards were being updated and should have new designs installed in the next couple of weeks.

The next DDA meeting was scheduled for July 14th, 2021.

Meeting Adjourned,

Molly Hall

Director