

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY

The Downtown Development Authority Board held a regular scheduled meeting on July 14, 2021. Roll call was as follows:

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

Mrs. Rozier made a motion seconded by Mrs. Reeder to approve regular scheduled meeting minutes for June 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 cards were due by July 15th and winners would be selected the following week. Four prizes will total \$1,000 in gift certificates to downtown businesses.
- Strategic Partnerships and Façade & Sign Grant program- The grant program is funded through strategic partners who provide donations annually and typically has a budget of \$8,000 for the year. Mrs. Hall presented the board with information about adding a “Major Development” category to the existing grant program. She provided the board with examples from similar programs in other downtowns. She stated that since the program was created in 2018, there has been approximately \$8,500 in surplus which does not roll over into the new fiscal year. Mrs. Rozier suggested the board look into creating a separate fund for the program so that any money not spent could be used the following fiscal year. After much discussion about the program, Mrs. Reeder made a motion to add the “Major Development” category for exterior improvements on projects where the cost exceeds \$10,000 and/or the project impacts more than one street address. The motion was seconded by Mr. Brown and all board members present voted in favor of the change. The “Major Development” category will have a \$5,000 maximum and will be dependent upon funds being available.
- Downtown Banquet 2021: Mrs. Zmuda gave an update on the participating restaurants for the DDA banquet. She provided a list to the board of menu options for the event. The banquet was set for Sept. 16, 2021 at Cracker Williams.

Discussion was held on the following new business:

- Design Guidelines: Mrs. Hall announced to the board that she had done research on implementing design/sign guidelines within the downtown district. She stated that she had spoken with the Dept. of Community Affairs and Office of Historic Preservation. She stated that the options to accomplish guidelines are 1) Have City Council designate a local historic district with design guidelines approved by a Historic Preservation Board; or 2) Have City Council create a Downtown Overlay District with design guidelines

approved by a Design/Architectural Review Board. The board discussed the need for having more restrictions in place in regard to signage and design. The board agreed to table the item at this time, but continue to research the issue and revisit later.

- GA Arts Council Grant – Mrs. Hall announced that she is applying for a Vibrant Communities Grant with the Ga Arts Council to complete the mural on the Sugar N Spice building (Old Bus Depot). She stated that she is applying for \$5,000 with should cover around 50% of the project costs. She stated that a Call for Artists would be sent out in August.
- Sidewalk Sale: Mrs. Hall announced that approximately 20 downtown merchants were participating in the Sidewalk Sale set for July 31st from 10 am to 5 pm. She stated this is meant to encourage shopping local for Back to School.
- Director Hall gave her report:
 - She announced that she is working on the first two First Friday events set for October and November. She provided the board with the calendar of proposed events for 2021-2022. October's event is titled Historical Hauntings with ghost tours of downtown in the works with the Historical Society. November's event will feature food trucks and local non-profits.
 - She stated that she is working with UGA to have renderings done of possible uses for the Old Chamber lot downtown.

The next DDA meeting was scheduled for August 11, 2021.

Meeting Adjourned,

Molly Hall

Director