

**MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY**

The Downtown Development Authority Board held a regular scheduled meeting on March 9, 2022 at Jesup City Hall. Roll call was as follows:

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

Mrs. Wujceak made a motion, seconded by Mrs. Reeder to approve regular scheduled meeting minutes for February 9, 2022. All members present voted yes.

Discussion was held on the following old business:

- Streetscape: Mrs. Hall updated the board on the construction of the streetscape project. She stated that the council would address an issue about the palm tree located on W. Cherry Street at the March 15th meeting. The board discussed the tree and stated the board would be in favor of removing the tree since it does not fit the rest of the streetscape. Mrs. Zmuda stated she has safety concerns about the tree.
- First Fridays: Mrs. Hall gave a recap of the March First Friday event Downtown Game Night. She stated that the event went well overall and believed it was fairly well attended. She shared feedback with the board from select downtown businesses concerning these events. Mrs. Hall stated that these events can only be successful with buy-in and support from the merchants downtown. Mrs. Reeder stated that she would like to see the businesses help promote the events. Much discussion was held about participation from the downtown businesses. The next First Friday event is scheduled for April 1st and is the Shop Hop Eggstravanza. Photos with the Easter Bunny will be held at Café Euro, golden Easter eggs will be hidden in businesses, and sidewalk sales are encouraged.
- Pocket Park Updates: Mrs. Hall shared the updated renderings completed by UGA Carl Vinson Institute of Government for the Pocket Park. The renderings reflect the removal of the sign structure, the addition of the café lighting, and the relocation of the sidewalk. Mrs. Hall stated that the sign should begin being removed very soon. Mrs. Reeder motioned the adopt the changes to the plan for the Pocket Park. The motion was seconded by Mrs. Rozier, and all voted in favor. Mrs. Hall stated she felt that the park would be in good condition to plant the legacy Live Oak at the end of April.
- Downtown Festival: Mrs. Hall shared the results of a survey for a downtown festival. She stated that the survey is still ongoing, but had received 62 responses. She stated that the responses had been mostly in favor of such an event. She stated that the most popular items on the survey had been music/entertainment and food trucks. She shared that 67% said they would love to attend a downtown festival, with 1.6% saying that they were not interested at all. She also noted that only 50% of those who had attended Arch Fest before said that they would definitely attend. The board held a lengthy discussion on

Arch Fest and the possibility of doing a festival. Mrs. Hall said that the Jesup Shrine Club had shown some interest in partnering on an event/festival. Mrs. Hall stated that Arch Fest had declined significantly in the recent years and she had reservations about the success of the event if brought back. She also stated that she had been doing research to get ideas for festivals, for example an art festival. The board discussed the best time of year for a festival and Mrs. Hall shared that the data indicated April. The board mentioned not competing with other local festivals for example the Dogwood Festival. Much discussion was held, but no vote was taken.

Discussion was held on the following new business:

- The board reviewed an application for a sign grant for Union Station Brewing Company located at 106 SW Broad St. The aluminum sign will be displayed on the corner of the Ingleside building on the corner of SW Broad and Cherry St. Mrs. Rozier voted to approve the sign application in the amount of \$753.30. Mrs. Reeder seconded. All present voted yes.
- The board reviewed an application for a major development Façade grant for Union Station Brewing Company. The application included exterior building repairs, painting, new awning coverings on SW Broad, and the letterings “Union Station Brewing Company” at the top on the SW Broad side. The board discussed if funds were available to fund the requested grant. Mrs. Hall stated that \$5,500 in private donations were solicited for the 2021-2022 year and \$2,130 is remaining. She stated that there is \$8,517.08 in surplus funds that have been collected since 2018. The remaining \$3,623.30 to fund the sign and façade grant requests could come from that surplus budget. Upon this approval, it would leave a remaining \$4,893.78 in surplus funds from private sponsors. Mrs. Hall stated that she had discussed these funds and received permission to use the surplus funds. Mrs. Reeder made a motion to approve the application for \$5,000 with a minor modification to the design. Mrs. Zmuda seconded the motion. All present voted yes.
- Director Hall gave her report:
 - She announced that she is currently working on the proposed budget for 2022-2023 to present to council. She stated that the RSVP projects requesting funding are for street and wayfinding signage. She also stated that she is requesting funds to purchase additional banners for the new streetscape expansion, and ten benches to match the streetscape for the current portion of W. Cherry St.
 - Mrs. Hall stated that she had attended some webinars about entrepreneurship and small-scale production/makers. There is a big movement at the moment in the Main Street community to focus on artisans/makers/producers. She stated she would like to see DDA develop some strategies and partnerships to encourage entrepreneurship. She shared information with the board about the new CREATE cohort program with GA Power. She stated that communities selected for the program will receive \$5,000 in seed money to start implementing programs for entrepreneurs.

Meeting Adjourned,

Molly Hall

Director