



LAWRENCEVILLE

GEORGIA

DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES

Monday, December 08, 2025

5:00 PM

Council Chambers

70 S. Clayton St, GA 30046

Call to Order

Chairman Merritt called the meeting to order after recognizing a quorum.

PRESENT

Board Member Victoria Jones
Board Member Jen Young
Board Member Joanie Perry Ward
Board Member Jim Nash
Board Member Chris Adams
Board Member Lee Merritt

ABSENT

Board Member Jeremy Higginbotham

Approval of Agenda

Approval of Prior Meeting Minutes

1. Approval of Regular Meeting Minutes for October 13, 2025

Motion to accept the October 13, 2025 Downtown Development Authority Regular Meeting Minutes with the change of correcting the misspelling of the word parking under Mainstreet Business made by Board Member Merritt, Seconded by Board Member Perry Ward.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

2. Approval of Executive Session Minutes for October 13, 2025

Motion to approve of the Downtown Development Authority Executive Session minutes for October 13, 2025 made by Board Member Merritt, Seconded by Board Member Perry Ward.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Downtown Development Business

3. December 2025 Downtown Development Authority Treasurer's Report

Motion to accept the December 2025 Downtown Development Authority Treasurer's Report made by Board Member Adams, Seconded by Board Member Young.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

4. Retail Curating Update

The next update meeting with Terra Alma will be on December 15 from 2 - 5 pm at City Hall. This is their Phase 2 - Vision Alignment and Storytelling.

Mainstreet Business

Jasmine Jackson, Mainstreet Coordinator gave the Mainstreet Update.

The Christkindl Market is open and it is doing great.

Opening weekend (November 28-30) numbers:

Market made \$65,000 on Friday - 32,000 visited the market - 11,000 visited downtown (last year there were 3,200 visitors to the downtown on Black Friday).

Market made \$62,000 on Saturday - 36,000 visited the market - 14,000 visited downtown

Market made \$20,000 on Sunday - 6,800 visited the market - 3,800 visited downtown

The market has already exceeded their highest day by 20%.

The MainStreet Annual Report is due on January 15. We do not have to present an in-person report this year.

Other Business

Chairman Merritt announced the Tax Allocation District presentation will be given to Council on December 10 at 2 pm.

Citizen Comments

No Citizen Comments.

Executive Session - Real Estate

Motion to enter into Executive Session made by Board Member Merritt, Seconded by Board Member Perry Ward.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Motion to exit Executive Session made by Board Member Merritt, Seconded by Board Member Jones.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Real Estate Items Discussed: 7; Votes Taken 2

Final Adjournment

Motion to adjourn made by Board Member Merritt, Seconded by Board Member Young.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Minutes Signature

Lee Merritt, Chairman

Barry Mock, Secretary