



Loganville Downtown Development Authority Minutes

Called Meeting

Meeting Date: Thursday, July 18, 2024

@ 6:30 p.m.

Council Chambers/City Hall

Attendance:

Directors Present:

Dana Russell

Jamie Dempsey

Brax Roberts IV

Mike Lee

Skip Baliles, Mayor and Ex-officio Member

Invited Guests Present:

Other Guests:

Branden Whitfield

Melanie Long

Donny Wright

Directors Not Present

Jamie Towler

Tara Argo

Iranetta Willis

1. Call to Order

Chairman Dana Russell made a call to order at 6:38 pm with a quorum of members present.

2. Approval of Agenda

Director Jamie Dempsey made a motion to approve the agenda, Director Mike Lee seconded the motion. The motion passed with all members voting in favor.

3. Request to Approve Last 3 Meeting Minutes

Past 3 meeting minutes were brought to be approved by the board. May 13th, May 22nd, June 24th were all approved. Motion to Approve was made by Jamie Dempsey and seconded by Brax Roberts.

4. Morning Mingle

The Morning Mingle was discussed as the former LDA had agreed to host it on August 16, 2024. Food and location are still to be determined and the topic was tabled for further discussion.

5. Business After-Hours

A Discussion was had about the Fall After Hours event that was previously hosted by the LDA. It was mentioned that it was late in the season, the number of businesses would be different, and that the board could look into it later. The board discussed this more and believe this will be more successful in the coming months after construction finished with Tacos and Beer in the spring and our new tenants on Main Street are settled. All members voted unanimously to table the matter.

6. Memberships

Chairman Dana Russell confirmed we have joined the Georgia Downtown Association. They host classes, conferences, and training seminars for DDA's statewide. This membership will better our board and help us make important decisions as time progresses.

7. DDA Logo & Website design

Chairman Dana Russell brought before the board a logo that Kristy Peters had

designed. Director Jamie Dempsey also created one and it was agreed to integrate the two for our new logo. They have been sent back to Kristy Peters to create the final logo to be voted on at the next meeting. Websites were also discussed and how to preserve the LDA website and have a new DDA website. Discussion also about the City of Loganville having a tab on their page for the DDA. Talks were tabled to be discussed when we have more information on the matter.

8. Strategic Planning

Chairman Dana Russell brought before the board to discuss strategic planning for the board. Jamie Dempsey had prepared a mission statement and Brax Roberts also had input for one. Jamie Dempsey will work on integrating the two and will present it before the board at the next meeting. No further parts were discussed until more of the board is present.

9. Next Months Agenda August 15th

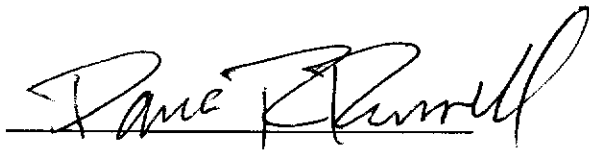
Chairman Dana Russell and director Brax Roberts brought before the board to have Branden Whitfield present statistics from the city and urban development plans the city already has to the board. To make the board more aware of what the city has in mind and research already conducted that'll help educate the board.

10. Financing, Loan, and Insurance

At the end of the meeting, Mayor Skip Bailies reminded the board of low interest rates available through the DDA for small businesses to come downtown. The loan from the LDA to the DDA has been signed and completed. Board member Jamie Dempsey is checking on the insurance policy belonging to the LDA to confirm it can be transferred to the DDA for coverage for the board. Report on this will be given next meeting.

11. Adjourn

A motion was made to adjourn at 7:40 pm by Director Mike Lee and seconded by Director Jamie Dempsey. All members voted unanimously to adjourn.



Dana Russell, Chairman



Brax Roberts, Secretary

