



# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **Loganville Downtown Development Authority Minutes**

**Called Meeting**

**Meeting Date: Thursday, October 17, 2024**

**@ 6:30 p.m.**

**Council Chambers/City Hall**

### **Attendance:**

#### **Directors Present:**

Dana Russell

Jamie Dempsey

Brax Roberts IV

Mike Lee

Tara Argo

#### **Directors Not Present:**

Jamie Towler

Iranetta Willis

### **1. Call to Order**

Chairman Dana Russell made a call to order at 6:30 pm with a quorum of members present.

### **2. Approval of Agenda**

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

### **3. Approval of Last Meeting Minutes**

September 19th meeting minutes were brought to be approved by the board. They were approved by the board. Motion to Approve was made by Brax Roberts and seconded by Jamie Dempsey.

### **4. Old Business**

#### **a. Name Tags**

- i. Name tags have been designed and made by director Jamie Dempsey and is getting the check tonight to finalize the order. They costed \$100 less than budgeted amount.

#### **b. Website Design**

- i. The DDA website is still ongoing with Kyle at city hall. They have agreed to add a page onto the city website.

#### **c. Strategic Planning.**

- i. New goals and objectives were brought before the board. They are as followed.

#### **DDA Goals and Objectives**

- o Goals
- o Stimulate and sustain responsible economic development within Downtown Loganville
- o Collaborate with businesses, citizens, and civic entities in order to brand, revitalize and promote the downtown district as a destination for both healthy business and residential use- a place to live, work, shop, invest, and play

- Assist the City in redeveloping properties within the district in accordance with City designs and vision
- Make the DDA a community liaison for economic development initiatives throughout the downtown district
- Ensure business owners and aspiring business owners are aware of the DDA mission (technical support for local business development)
- Ensure business owners and aspiring business owners are aware of available loan and grant programs (technical support for local business development)
- Improve attractiveness of existing downtown buildings and infrastructure (programmatic community improvement projects)
- **Objectives and Tasks**
- ***Increase DDA board members' knowledge of downtown development processes, methodologies, approaches, strategies, and tactics.***
- Take advantage of all appropriate individual and group training opportunities
- Visit at least three cities with strong downtown development programs and active DAs in the next year
- ***Assist the City in redeveloping properties within the district in accordance with City designs and vision***
- Prepare the Authority to support the City in redevelopment of City owned property
- Review possibility of acquiring privately owned property within the district for redevelopment
- Prepare a FY 2026 budget request to the City of Loganville
- ***Make the DDA a community liaison for economic development initiatives within the district***
- Complete 2025 strategic plan
- Investigate the costs and benefits of pursuing "Georgia Main Street" designation for the City of Loganville
- Describe and document liaison roles
- Host a Morning Mingle
- Identify and document resources for business consulting and financing
- Develop a fundraising plan
- Hire full or part time staff
- ***Ensure business owners and aspiring business owners are aware of the DDA mission***
- Define the "value proposition" of the DDA
- Redevelop website
- Produce DDA information/contact card
- Plan and carry out after hours event for business owners within the district .
- Develop and produce a downtown newsletter
- Develop a social media presence
- Purchase business cards and name badges
- ***Ensure business owners and aspiring business owners are aware of available loan and grant programs***
- Add loan information to website
- Add loan information to information/contact card

- Communicate at after hours event
- **Improve attractiveness of existing downtown buildings and infrastructure**
- Develop a main street lighting grant program
- Develop a main street artwork grant program
- **Increase downtown business traffic**
- Develop a marketing and engagement plan

### d. Develop a Marketing & Engagement Plan

The Board developed and brought before the DDA a sheet with our future work plan. As a group we went through and placed a timeframe on each task and a persons name besides each task to help insure it will get done and in a timely manner. Below was the best way to present the objective, estimate completion date, task, high or low priority, & person in-charge.

Loganville Downtown Development Authority  
2024-2026 Workplan

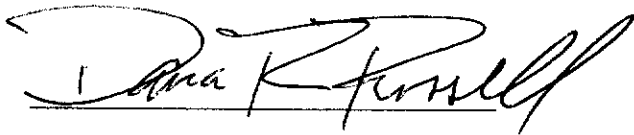
Year	Completion Date	Objective	Tasks	Priority (L,M,H)	Responsibility
2024-2025	Ongoing	Increase DDA board members' knowledge of downtown development processes, methodologies, approaches, strategies, and tactics.	Take advantage of all appropriate individual and group training opportunities	H	All board members
	Oct 25		Visit at least three cities with strong downtown development programs and active DDAs in the next year	H	Jamie
2024	Nov 2024	Make the DDA a community liaison for economic development initiatives throughout the city	Complete 2024-2025 strategic plan	H	Dana
	Jan 25		Investigate the costs and benefits of pursuing "Georgia Main Street" designation for the City of Loganville	M	Dana
	Mar 25		Describe and document liaison roles	H	Jamie
	Jan 25		Identify and document resources for business consulting and financing	H	Dana
	Jun 25		Develop a fundraising plan	H	Michael
	Aug 25		Secure full or part time staff	H	Michael
2025	Aug 25		Host a Morning Mingle	M	Bray/Michael
2024	Apr 25	Ensure business owners and aspiring business owners are aware of DDA mission	Define the "value proposition" of the DDA	H	Jamie
	Dec 25		Redevelop website	M	Jamie
	Apr 25		Produce DDA information/contact card	M	Jamie
	Oct 24		Purchase business cards and name badges	H	Jamie
2025	May 25		Plan and carry out after hours event for business owners	M	Dana
	Mar 25		Develop and produce a downtown newsletter	L	Tara
2025	Mar 25		Develop a social media presence	H	Tara
2024	Dec 24	Ensure business owners and aspiring business owners are aware of available loan and grant programs	Add loan information to website	H	Jamie
	Apr 25		Add loan information to information/contact card	M	Dana
2025	Mar 25		Communicate at after hours event	H	Dana
2024	Ongoing	Assist the City in redeveloping properties within the district in accordance with City designs and vision	Prepare the Authority to support the City in redevelopment of City owned property	H	Dana
2025	Mar 25		Review the possibility of acquiring privately owned property within the district for redevelopment	M	Dana
	Mar 25		Prepare a FY 2026 budget request to the City of Loganville	H	Dana
2025	Jan 25	Improve attractiveness of existing downtown buildings and infrastructure	Develop a mainstreet lighting grant program	M	Michael
	Jan 25		Develop a mainstreet artwork grant program	M	Michael
2025	Mar 25	Increase downtown business traffic	Develop a marketing and engagement plan	H	Jamie

## 5. New Business 254 Main Street

Director Dana Russell brought before the board the great news that the city had given the DDA the responsibility of finding a suitable plan & future developer for the property of 254 Main Street. When this task is complete it will then be brought before the city council for the final approval and sale to said developer. The board began the task of where to start. Vision must come first we all agreed. Director Brax Roberts agreed to place a recommendation box on Main Street during Fall Fest 2024. Director Dana Russell agreed to look into the cost to get a professional strategic survey of the property. The council discussed what is the correct way to go about this project to save money but do this right for the city and our community. This discussion was discussed for approximately 45 minutes and tabled for our next meeting.

## 6. Adjourn

A motion was made to adjourn at 8:08 pm by Director Brax Roberts. Seconded by Tara Argo. All members voted unanimously to adjourn.



Dana Russell, Chairman



Brax Roberts, Secretary

