



ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, March 26, 2024 at 1:00 PM

Council Chambers

1. NEW BUSINESS

Chairman Brandon Whitfield called the meeting to order at 1:00pm.

PRESENT

Chairman Branden Whitfield

Committee Member Anne Huntsinger

Committee Member Melanie Long

Mayor Skip Baliles

A. Discussion of the following topics:

1 - Branding

2 - Events

3 - DDA (Downtown Development Authority)

4 - 254 Main Street Property

5 - Town Green Expansion / Relocation

Branding for Downtown was discussed by the Committee. Discussion included the logo, color scheme, and possible website.

Motion made by Chairman Whitfield to present the branding package to the Council for their discussion. Seconded by Committee Member Huntsinger.

Voting Yea: Chairman Whitfield, Committee Member Huntsinger, Committee Member Long. Motion carried 3-0.

Events current and potential future events were discussed by the Committee. Discussion included the current events and proposed ideas such as movie nights and a farmers market.

Reactivation of the **Downtown Development Authority** was discussed. It was explained that the DDA can perform duties that the LDA cannot and the benefits to the development of Downtown.

Motion made by Chairman Whitfield to present the idea of reactivating the DDA to the Council for discussion. Seconded by Committee Member Huntsinger.

Voting Yea: Chairman Whitfield, Committee Member Huntsinger, Committee Member Long.

Motion carried 3-0.

The development of Downtown raised the question of the state of the **Sewer Infrastructure** was discussed among the Committee. Discussion among the Committee was if the infrastructure was to be upgraded what would the cost be and what are the options.

Motion made by Chairman Whitfield to discuss with the Council having the engineers study the sewer infrastructure and what would be involved in upgrading it and the potential cost. Seconded by Committee Member Huntsinger.

Voting Yea: Chairman Whitfield, Committee Member Huntsinger, Committee Member Long.

Motion carried 3-0.

The Committee discussed potential future use of the City's property at 254 Main Street. Possible ideas included a mix of retail and small "missing middle" type living. The Committee agreed that if

the DDA is reactivated this property might be a best option to get the DDA involved in the redevelopment of Downtown.

The Committee also discussed a new **Town Green** next to the library. The discussion centered around when the construction of the new Town Green should begin.

Motion made by Chairman Whitfield to take this matter before the City Council to allow the City Manager to obtain an RFP for a new Town Green. Seconded by Committee Member Huntsinger. Voting Yea: Chairman Whitfield, Committee Member Huntsinger, Committee Member Long.

Motion carried 3-0.

PUBLIC FEEDBACK:

The following people spoke in favor of the ideas for the matters discussed during this meeting and gave their input:

Michelle Small, Real Estate Agent

Katie Perkins, owner of Katie's Kitchen

Dana Russell, current member of the LDA

2. ADJOURNMENT

Motion made by Chairman Whitfield to adjourn. Seconded by Committee Member Long.

Voting Yea: Chairman Whitfield, Committee Member Huntsinger, Committee Member Long.

Motion carried 3-0.

Meeting Adjourned at 3:13pm.