



DOWNTOWN DEVELOPMENT AUTHORITY

Loganville Downtown Development Authority Minutes

Called Meeting

Meeting Date: Monday, August 19, 2024

@ 6:30 p.m.

Council Chambers/City Hall

Attendance:

Directors Present:

Dana Russell

Jamie Dempsey

Brax Roberts IV

Mike Lee

Jamie Towler

Tara Argo

Iranetta Willis

Skip Baliles, Mayor and Ex-officio Member

Invited Guests Present:

Branden Whitfield

1. Call to Order

Chairman Dana Russell made a call to order at 6:31 pm with a quorum of members present.

2. Approval of Agenda

Director Jamie Dempsey 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

July 18th 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 Mike Lee.

4. Presentation of Downtown Planning Efforts

The Board had invited Branden Whitfield of the City Council Economic Development Committee to present past city surveys and information to better educate the board. He presented for 30 minutes the last 2 surveys that the City of Loganville had had done for future development ideas, including citizens concerns and desires. Director Iranetta Willis brought up the issue of parking and the board discussed other topics involved with the surveys.

5. Mission & Vision

Director Jamie Dempsey brought before the board a new mission and vision statements for the board to vote on and adopt. They are as follows:

“Mission: The Loganville Downtown Development Authority will stimulate and sustain responsible economic development within Downtown Loganville through collaboration with businesses, citizens, and civic entities in order to brand, revitalize and promote the city as a destination for both healthy business and residential use, attracting higher levels of commercial and resident activity- a place to live, work, invest, and play.”

“Vision: The Downtown Development Authority will be a catalyst toward

reintroducing a sense of positive energy into the Downtown area, supporting a vibrant business district that meets the needs of local residents while paying homage and respect to the history of the City, preserving its small-town Southern identity. This, in turn, will enhance the civic, cultural, and economic vitality of the surrounding community.”

The motion to Adopt was presented by Director Jamie Dempsey. Director Jamie Towler seconded the motion. The motion passed with all members voting in favor.

6. DDA Logo & Website design

Chairman Dana Russell brought before the board that the city had agreed to make a DDA tab/page on the City of Loganville website. The Board Discussed what they would like included such as Logo, Mission & Vision, Minutes, Agenda, Board Information, and a Loganville Business Toolbox with zoning, licenses, etc. Director Tara Argo brought up social media as a necessity to push this page and make citizens aware of what we do on the DDA. Director Jamie Dempsey presented his 2 new DDA logos he had created. One is included below:



Director Brax Roberts made the motion to adopt the new logos. Director Mike Lee seconded the motion. The motion passed with all members voting in favor. Name tags were then a discussion for the board members and funds were discussed. The board then agreed on no more than \$300 will be allocated for

them. The motion to purchase name tags was brought by Director Jamie Dempsey and seconded by Iranetta Willis

7. Adjourn

No Public comment was made at the end of the meeting. The meeting had about 20 citizens in attendance and were asked to give the board feedback with information or direction they might desire. A motion was made to adjourn at 7:40 pm by Director Brax Roberts. All members voted unanimously to adjourn.

Dana Russell, Chairman



Brax Roberts, Secretary

