



DOWNTOWN DEVELOPMENT AUTHORITY MEETING AGENDA

Thursday, July 18, 2024 at 6:30 PM

Council Chambers

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **ADOPTION OF AGENDA**
4. **APPROVAL OF MINUTES**
 - [a.](#) May 13, 2024
 - [b.](#) May 22, 2024
 - [c.](#) June 24, 2024
5. **TREASURER'S REPORT**
6. **OLD BUSINESS**
 - a. Morning Mingle - August 16
 - b. Business After Hours
 - c. Memberships
 - d. DDA Logo
7. **NEW BUSINESS**
 - [a.](#) Strategic Planning
8. **PUBLIC COMMENT**
9. **ADJOURNMENT**

Unless otherwise announced and posted, the Loganville Downtown Development Authority meets regularly on the third Thursday of each month at 6:30 in City Council Chambers.

The DDA may choose to go into executive session as needed in compliance with Georgia Law.

The DDA reserves the right to make changes to the agenda as necessary. Any additions and/or corrections to the agenda will be posted immediately at City Hall.

MINUTES

LOGANVILLE DOWNTOWN DEVELOPMENT AUTHORITY

Called Meeting

Monday, May 13, 2024 6:30pm

Council Chambers

The Loganville Downtown Development Authority met for a Called Meeting on Monday, May 13, 2024 at 6:30pm in the City of Loganville Council Chambers. Authority Directors Tara Argo, Jamie Dempsey, Michael Lee, Braxton Roberts, Dana Russell and Iranetta Willis were all present. Authority Member Jamie Towler was unable to attend.

City Attorney Paul Rosenthal called the meeting to order at 6:30pm.

Director Dana Russell made a motion to adopt the agenda as presented. Director Michael Lee seconded the motion. Motion carried 6-0.

The Election of Officers to serve the DDA was discussed.

Director Jamie Dempsey made a motion to appoint Dana Russell as Chairperson. Director Braxton Roberts seconded the motion. Motion carried 6-0.

Director Michael Lee made a motion to appoint Jamie Dempsey as Vice Chair. Director Iranetta Willis seconded the motion. Motion carried 6-0.

Director Michael Lee made a motion to split the position of Secretary/Treasurer into two separate positions. Director Jamie Dempsey seconded the motion. Motion carried 6-0.

Director Michael Lee made a motion to appoint Tara Argo as Treasurer. Director Braxton Roberts seconded the motion. Motion carried 6-0.

Director Michael Lee made a motion to appoint Braxton Roberts as secretary. Director Iranetta Willis seconded the motion. Motion carried 6-0.

City Attorney Paul Rosenthal presented new updated and restated Bylaws to the DDA. Mr. Rosenthal reviewed the Bylaws with the Authority Members. He recommended that the Bylaws be approved as presented at this time and allow his office to separate the Secretary/Treasurer position as requested by the members. He further explained he would bring the amendment back to the board at the next meeting for their approval but this would give them a set of bylaws to operate by going forward. Director Jamie Dempsey made a motion to approve the Bylaws as amended. Director Iranetta Willis seconded the motion. Motion carried 6-0.

City Attorney Paul Rosenthal presented the IGA between the Loganville Development Authority and the Downtown Development Authority. He explained that this agreement allows for the funds currently held by the LDA to be transferred to the DDA and pass through the GCF Loan

responsibility to the DDA. Director Braxton Roberts made a motion to approve the IGA as presented. Director Iranetta Willis seconded the motion. Motion carried 6-0.

City Attorney Paul Rosenthal presented the IGA between Rosenthal Wright, LLC and the Downtown Development Authority. He explained that this agreement allows Rosenthal Wright, LLC to represent the DDA at no cost to the DDA and representation shall be provided as party of the City's monthly legal expenses. Motion carried 6-0.

The reaffirmed DDA map was presented to the Authority Members. There was no discussion or questions regarding the map.

The funding of new trash cans and banners for the Downtown Area was discussed. City Events / Marketing Director Kristy Daniel presented the proposed trash cans and banners to the DDA. Ms. Daniel explained that the proposed cans vary in size depending on location either 35 gallon (\$610.00ea.) or 55 gallon (\$700.00ea) for a total of \$11,380.00. She explained that they would be black in color with the Downtown Logo laser engraved on the side. She also presented the 36 banners that would be placed along Main Street and around the Town Green for a cost of \$7,245.00. After discussion, Director Tara Argo asked for an additional quote before the purchase is approved.

Training for the DDA and a website were briefly discussed.

Director Jamie Dempsey made a motion that the DDA request that the City to appoint an Ex-Officio member to serve as a liaison between the City and the DDA. Director Braxton Roberts seconded the motion. Motion carried 6-0.

Director Michael Lee stated that the LDA had made a commitment to host the Morning Mingle with the City in August and stated that he would like to see the DDA keep that commitment. Director Michael Lee made a motion to host the Morning Mingle on August 16th. Director Jamie Dempsey seconded the motion. Motion carried 6-0.

It was discussed that the DDA would determine their regular meeting schedule at a later date once it is determined what is needed / desired. It was recommended that for the time being meetings be held as Called Meetings in accordance with the Open Meetings Law.

With no further business, Director Jamie Dempsey to adjourn. All in favor. Motion carried 6-0.

Meeting Adjourned at 7:30pm.



Loganville Downtown Development Authority Minutes

Called Meeting

Meeting Date: Wednesday May 22, 2024

@ 6:00 p.m.

Council Chambers/City Hall

Attendance:

Director Present:

Dana Russell
Jamie Dempsey
Tara Argo
Jamey Towler
Iranetta Willis

Invited Guest Present:

Other Guest:

Kristy Daniel, Special Events

Directors Not Present

Braxton Roberts, Jr.

1. Call to Order

Chairman Dana Russell called the meeting to order at 6:00 pm and declared that a quorum was present.

2. Request to fund trash can and banner purchases

Item b.

Chairman Dana Russell opened for discussion a request from the City for the DDA to fund new banners and trash cans displaying the new Loganville Downtown logo (the invoices had been shared with board members as part of the meeting packet a few days before the meeting). Russell noted quotes of \$7,245 for 36 banners and mounting brackets and \$11,380 for 15 metal trash cans branded with the new logo in metal.

Based on feedback and concerns regarding the cost of the new trash cans expressed by board members prior to the meeting, Kristy Daniel presented a compromise plan to 1) order four new trash cans of the same design as those on the town green to replace those on main street, and 2) construct metal plates containing the new logo and affix them to new and existing trash cans. Ms. Daniel passed around a sample plate made using a small traffic sign and stated that pricing would be approximately \$75 per plate and the total estimated cost of this approach was approximately \$2,500. Director Towler indicated that he knew of a company that did laser engraving on metal sheets and could get a quote from them as well.

Director Towler made a motion to have additional samples made and affixed to existing trash cans to test the viability and desirability of this alternative. The motion was seconded by Director Argo and passed unanimously.

Director Willis made a motion to approve purchase and funding of the banners as presented. The motion was seconded by Director Towler and passed unanimously.

3. Adjourn

Item b.

A motion was made to adjourn at 6:44 pm by Director Jamie Dempsey. All members voted unanimously to adjourn.

Dana Russell, Chairman

Jamie Dempsey, Vice Chair



Loganville Downtown Development Authority Minutes

Called Meeting

Meeting Date: Monday, June 24, 2024

@ 6:30 p.m.

Council Chambers/City Hall

Attendance:

Director Present:

Dana Russell
Jamie Dempsey
Tara Argo
Mike Lee
Skip Baliles, Mayor and Ex-officio Member

Invited Guest Present:

Other Guest:

Kristy Peters, Special Events
Donnie Wright, Legal Counsel

Directors Not Present

Jamey Towler
Braxton Roberts, Jr.
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 Jamie Dempsey made a motion to approve the agenda, Director Tara Argo seconded the motion. The motion passed with all members voting in favor. Chairman Dana Russell advised that Mayor Skip Baliles was the ex-officio member of the board, non-voting, and the liaison between the board and the City Council.

3. Request to fund Trash Can Logo Purchases

Christy Peters presented a proposal by the city with approved designs for six new signs and four new trash cans (see attached) at a cost of \$3567.84. After discussion and explanation of the proposal, Director Mike Lee made a motion to approve the purchase and Director Tara Argo seconded with Director Jamie Dempsey amending the proposal to include a 10% variance on the price for materials difference. The board voted unanimously to approve.

4. Resolution to Open a Bank Account

Chairman Dana Russell advised that the current bank was requiring certain documents to which the name appears different in the IRS tax exempt determination letter and State business registration records from the Authority's official name in the recently executed Intergovernmental Agreements and that they could not open the account until that was corrected. He made a proposal to consider opening the account at Legacy State Bank (Loganville area bank). A motion was made by Director Mike Lee to approve the resolution for Legacy State Bank (see attached) and seconded by Director Jamie Dempsey. The board voted unanimously to approve.

5. Morning Mingle

The Morning Mingle was discussed as the former LDA had agreed to host it on August 16, 2024. The board voted at the last meeting to approve this and it was confirmed with Christy Peters, Loganville Events Manager.

6. 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. Director Mike Lee made a motion to table this for further meetings and it was seconded by Director Tara Argo. All members voted unanimously to table the matter.

7. Board Meeting Dates

Chairman Dana Russell discussed meeting dates for the board for the remainder of the year. After discussion, it was decided to hold monthly meetings for the rest of the year on the third Thursday of each month at 6:30 pm in council chambers. A motion was made by Director Jamie Dempsey and seconded by Director Tara Argo to approve this schedule and was unanimously approved by the board.

8. Memberships

Chairman Dana Russell brought up the Georgia Downtown Association (see attachment) as a membership we might want to join. They host classes, conferences, and training seminars for DDA's statewide. Discussion was had about a conference in August and classes, but with a short amount of time and no commitment from board members, it was decided to forgo this conference. A motion was made to join this organization for all members at a cost of \$500 by Director Jamey Dempsey and seconded by Director Mike Lee. The board voted unanimously to approve this.

9. Training

Chairman Dana Russell advised that the required class for new members was being taught at the August Conference for the Georgia Downtown Association. Discussion was had about when and where members could get this training. Director Mike Lee made a motion to approve the required training and associated cost for each member to seek at their own convenience within the one year period

(cost of class only, travel would have to be approved). This was seconded by Director Tara Argo and unanimously approved by the board.

Item c.

10. Business Cards

Chairman Dana Russell discussed business cards and name tags for the board and directors. A discussion was had about the design and logo for the board. Christy Peters advised she would talk with Brent with the city of Loganville about the design and Director Jamie Dempsey will work with them on the development of the logo.

11. Adjourn

A motion was made to adjourn at 7:20 pm by Director Jamie Dempsey and seconded by Director Mike Lee. All members voted unanimously to adjourn.

Dana Russell, Chairman

Michael Lee, Acting Secretary

[seal]

The Strategic Planning Process

Mission

An organization's mission statement describes why the organization exists. While it doesn't go into a lot of detail, it starts to hint - very broadly - at how an organization might go about dealing with the issues it was formed to address. Some general guiding principles about mission statements are that they are:

Concise. A mission statement should get its point across in one sentence.

Outcome-oriented. Mission statements explain the overarching outcomes the organization is working to achieve.

Inclusive. While mission statements do make statements about a group's overarching goals, it's very important that they do so very broadly.

The following mission statements are examples that meet the above criteria.

- "To promote child health and development through a comprehensive family and community initiative."
- "To create a thriving African American community through

development of jobs, education, housing, and cultural pride.

- "To develop a safe and healthy neighborhood through collaborative planning, community action, and policy advocacy."

Vision

A vision statement describes the world the organization wishes to see. It is not about the organization; it identifies something about the world that the organization exists to address.

A mission statement deals with “why” an organization exists, while a vision statement outlines “what” that existence will eventually look like. A mission statement has to do with what the organization is doing in the present, while a vision statement focuses on the future.

Examples of vision statements include:

- BBC: “To be the most creative organization in the world”
- Disney: “To make people happy.”
- Google: “To provide access to the world’s information in one click”

- IKEA: “To create a better everyday life for the many people”
- Instagram: “Capture and share the world’s moments”
- LinkedIn: "Create economic opportunity for every member of the global workforce”
- Microsoft: “To help people throughout the world realize their full potential”
- Nike: “To bring inspiration and innovation to every athlete in the world”

Goals

- Goals are easy-to-remember statements of what needs to be accomplished to move towards the Vision. They differ from objectives, with Goals explaining what needs to be achieved, while objectives explain how this will be achieved.

Examples include:

- Increase efficiency
- Capture a bigger market share
- Provide better customer service
- Raise employee skill levels

Objectives

Objectives take the level of detail down further still to provide much more specific, quantifiable, time-sensitive

statements of what the goal actually means and how you will know you are reaching it. You might have multiple Objectives for each Goal, all helping you assess the effectiveness of your strategy.

Examples include:

- Raise proportion of existing employees gaining xyz qualification by 20%
- Raise proportion of new recruits with xyz qualification by 40%

Work Plan

A work plan is a planning guide or document that helps keep all team members aligned on a specific project. It's more transactional and logistical than it is strategic. For example, a work or operational plan might ladder up to strategic priorities. But it isn't setting a wider strategy to help meet the organization's vision. Instead, it's generally outlined by action items.

Some key components of a work plan include:

- Goals and project objectives
- Project tasks
- Task assignments (if working with a team)
- Milestones
- Key deliverables

- Required resources
- Timelines, including due dates
- Budgets

DDA Mission and Vision Statements

Monroe -

To drive economic development, support the National Historic Trust's principles of historic preservation, and collaborate with public and private organizations to engage our entire community.

Our vision is to become a nationally recognized downtown by creating memorable experiences, celebrating local entrepreneurship, and preserving our historic small town charm.

Snellville -

The mission of the Snellville Downtown Development Authority is to aggressively develop a community to attract and retain businesses and merchants.

The vision of the Snellville Downtown Development Authority is to support a vibrant business district and an active mixed-use district where the community lives, works and plays together.

Conyers -

Mission Statement: The Conyers Downtown Development Authority (DDA) was created by the Mayor and Council of the City of Conyers to be a catalyst for revitalization, promotion, development and redevelopment of Olde Town Conyers.

The Conyers DDA will accomplish this by:

Retaining and expanding new businesses,
Recruiting new businesses, new development and redevelopment,
Promoting balanced growth and enhancing the character of Olde Town,
Implementing beautification and quality of life projects,
Exploring incentives and development options within the tax allocation district, and
Utilizing the Main Street Program approach to manage, promote and enhance the city's historic downtown district.

Dahlonaga -

The purpose of the Downtown Development Authority and Main Street Program is to stimulate and sustain economic development in Downtown Dahlonaga by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

Downtown Dahlonaga will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

LDA Mission Statement

The Loganville Development Authority acts as community liaison for economic development initiatives throughout the city. As the main source for community networking, the Authority will offer technical support for local business development, bolster community branding for the City of Loganville, and facilitate programmatic community improvement projects.

(adopted September 7, 2023)

LDA Goals and Objectives

- Goals
 - Make the LDA a community liaison for economic development initiatives throughout the city (mission)
 - Ensure business owners and aspiring business owners are aware of LDA 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
 - Make the LDA a community liaison for economic development initiatives throughout the city
 - Complete 2024 strategic plan
 - 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 LDA mission
 - Define the “value proposition” of the LDA
 - Redevelop website
 - Produce LDA information/contact card
 - Plan and carry out after hours event for business owners
 - 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 mainstreet lighting grant program
 - Develop a mainstreet artwork grant program

Year	Completion Date	Goal	Objective	Priority (L,M,H)	Responsibility
2024	January 15	Make the LDA a community liaison for economic development initiatives throughout the city	Complete 2024 strategic plan	H	Dana
	January 15		Describe and document liaison roles	H	Jamie
	January 15		Identify and document resources for business consulting and financing	H	Dana
	March		Host a Morning Mingle	M	Michael
	June		Develop a fundraising plan	H	Michael
	December		Hire full or part time staff	H	Michael
2024	January 15	Ensure business owners and aspiring business owners are aware of LDA mission	Define the “value proposition” of the LDA	H	Jamie
	January 15		Redevelop website	M	Jamie
	March		Produce LDA information/contact card	M	Jamie
	August		Plan and carry out after hours event for business owners	M	Dana
	June		Develop and produce a downtown newsletter	L	Tara
	March		Develop a social media presence	H	Tara
	January		Purchase business cards and name badges	H	Jamie
2024	January	Ensure business owners and aspiring business owners are aware of available loan and grant programs	Add loan information to website	M	Jamie
	March		Add loan information to information/contact card	M	Dana
	August		Communicate at after hours event	H	Dana
2024	August	Improve attractiveness of existing downtown buildings and infrastructure	Develop a mainstreet lighting grant program	M	Michael
	December		Develop a mainstreet artwork grant program	L	Michael