



DOWNTOWN DEVELOPMENT AUTHORITY MEETING AGENDA

Thursday, October 17, 2024 at 5:30 PM

Council Chambers

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **ADOPTION OF AGENDA**
[Agenda](#)
4. **APPROVAL OF MINUTES**
[9/19/2024](#) Minutes
5. **TREASURER'S REPORT**
6. **OLD BUSINESS**
Business cards and name badges
Website
[Strategic](#) Planning
7. **NEW BUSINESS**
254 Main Street
Walton County Development Authority Legislative Breakfast
Training
8. **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.



Loganville Downtown Development Authority Meeting Agenda

Meeting Date: Thursday October 17, 2024

@ 6:30 p.m.

Council Chambers/City Hall

1. Call to order
2. Approval of agenda
3. Minutes from previous meeting
4. Treasurer's Report
5. Old Business
 - a. Business cards and name badges
 - b. Website
 - i. Domain Acquisition
 - c. Strategic Planning
 - i. Goals and objectives
 - ii. Workplan
6. New Business
 - a. 254 Main Street
 - b. Walton County Development Authority Legislative Breakfast
 - c. Training
7. Adjourn



Loganville Downtown Development Authority Minutes

Regular Meeting

Meeting Date: Thursday September 19, 2024

@ 6:30 p.m.

Council Chambers/City Hall

Attendance:

Directors Present:

Dana Russell
Jamie Dempsey
Tara Argo
Jamey Towler
Skip Baliles, Mayor and Ex-officio Member

Directors Not Present

Mike Lee
Braxton Roberts, Jr.
Iranetta Willis

Invited Guest Present:

Other Guest:

Branden Whitfield, Chair,
City Council Economic
Development Committee
Kristy Peters, Special Events, City
of Loganville

1. Call to Order

Chairman Dana Russell called the meeting to order at 6:32 pm and declared there to be a quorum.

2. Approval of Agenda

Director Jamie Towler made a motion to approve the agenda, Director Tara Argo seconded the motion. The motion passed with all members voting in favor.

3. Approval of Minutes

Chairman Russell presented the minutes of the August 19 regular meeting prepared by Brax Roberts and asked for comments or revisions. He pointed out that the heading needed to be changed as the meeting was a regular meeting, not a called meeting. Mr. Dempsey also pointed out that Mr. Towler's first name needed to be corrected to "Jamey" rather than "Jamie" wherever it appears throughout the document. Mr. Dempsey made a motion to adopt the minutes with those changes. Ms. Argo seconded the motion which passed with a unanimous vote.

4. Treasurer's Report

Ms. Argo presented a treasurer's report for August 2024 reflecting an opening balance of \$36,715.52 and no cleared expenses for the month, leaving an ending balance of \$36,715.52. The report noted that the account had outstanding liabilities of \$11,600.35, leaving the account with an available balance of \$25,115.17 after outstanding checks clear the account.

Mr. Towler moved to accept the report. Mr. Dempsey seconded the motion which passed with a unanimous vote.

5. Old Business

a. Business cards and name badges

Mr. Dempsey presented mockups for business cards and name badges. After some discussion regarding the function and purpose of the domain name and what domain name should be used, Mr. Towler moved to approve the design as presented. Ms. Argo seconded and the motion was carried unanimously.

b. Domain name

Mr. Dempsey presented the idea of securing the domain name LoganvilleDDA.com to redirect users to the Authority's page on the City website. Mr. Towler made a motion to authorize Mr. Russell to expend up to \$50 to secure the domain name for the Authority. Mr. Dempsey seconded the motion which passed with a unanimous vote.

c. Strategic planning

Mr. Russell presented proposed goals, objectives, tasks and work plan to the board based on the mission and vision adopted by the board and the goals and objectives adopted by the Loganville Downtown Development Authority. After discussion, the board reached consensus that Mr. Russell

should make certain agreed upon revisions to the documents and redistribute the revised documents to board members to be taken up at the next regular meeting.

6. Adjourn

A motion was made to adjourn by Director Jamey Towler. All members voted unanimously and the meeting was adjourned at 7:46.

Dana Russell, Chairman

Brax Roberts, Secretary

[seal]

DDA Goals and Objectives

- Goals
 - Stimulate and sustain responsible economic development within Downtown Loganville
 - 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 DDAs 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 mainstreet lighting grant program
 - Develop a mainstreet artwork grant program

- Increase downtown business traffic
 - Develop a marketing and engagement plan

Loganville Downtown Development Authority

2024-2025 Workplan

Year	Completion Date	Objective	Tasks	Priority (L,M,H)	Responsibility
2024-2025		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 DDAs in the next year		
2024		Make the DDA a community liaison for economic development initiatives throughout the city	Complete 2024-2025 strategic plan	H	Dana
			Investigate the costs and benefits of pursuing "Georgia Main Street" designation for the City of Loganville		
			Describe and document liaison roles	H	Jamie
			Identify and document resources for business consulting and financing	H	Dana
			Develop a fundraising plan	H	Michael
			Secure full or part time staff	H	Michael
2025			Host a Morning Mingle		
2024		Ensure business owners and aspiring business owners are aware of DDA mission	Define the "value proposition" of the DDA	H	Jamie
			Redevelop website	M	Jamie
			Produce DDA information/contact card	M	Jamie
			Purchase business cards and name badges	H	Jamie
2025			Plan and carry out after hours event for business owners	M	Dana
			Develop and produce a downtown newsletter	L	Tara
			Develop a social media presence	H	Tara
2024		Ensure business owners and aspiring business owners are aware of available loan and grant programs	Add loan information to website	H	Jamie
			Add loan information to information/contact card	M	Dana
2025			Communicate at after hours event	H	Dana
2024		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		
2025			Review the possibility of acquiring privately owned property within the district for redevelopment		
			Prepare a FY 2026 budget request to the City of Loganville		
2025		Improve attractiveness of existing downtown buildings and infrastructure	Develop a mainstreet lighting grant program		
			Develop a mainstreet artwork grant program		
2025		Increase downtown business traffic	Develop a marketing and engagement plan		