



## **DOWNTOWN DEVELOPMENT AUTHORITY MEETING AGENDA**

**Thursday, September 19, 2024 at 6:30 PM**

**Council Chambers**

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1. **CALL TO ORDER**
2. **ROLL CALL**
3. **ADOPTION OF AGENDA**
4. **APPROVAL OF MINUTES**
5. **TREASURER'S REPORT**
6. **OLD BUSINESS**
  - a. Business cards and name badges
  - b. Website
  - c. Strategic Planning
7. **NEW BUSINESS**
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.

## DDA Goals and Objectives

Item c.

- 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

- 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
  - Request City Council transfer 254 Main Street property to the DDA for redevelopment
  - 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 initiative within the district
  - Complete 2025 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 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

