

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
FEBRUARY 13, 2025 – MINUTES DRAFT

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairwoman
	Meredith Malcom	Vice-Chairwoman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Brittany Palazzo	Board Member
	Chris Collin	Board Member
	Lee Malcom	City Council Representative

Those Absent:	Clayton Mathias	Board Member
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Staff Present:	Chris Bailey, Beth Thompson, Laura Beth Caudell, Brian Wilson, Logan Propes, Kaitlyn Stubbs, John Howard
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Visitors:	Marc Kreutchic, Patrick Quinn
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I. CALL TO ORDER – 8:04am

1. Roll Call

Chairwoman Anderson noted that all Committee Members were present, except Board Members Clayton Mathias. There was a quorum.

2. Approval of Financial Statements

a. December Financials

To approve the December 2024 Financials as presented.

*Motion by M. Malcom, seconded by Holder.
Passed Unanimously*

II. PUBLIC FORUM

Marc Kreutchic, new manager of the Scoops franchise, introduced himself to the Downtown Development Authority.

Patrick Quinn discussed that the QR codes are great but not for those who are elderly or disabled. He would like for the DDA to consider welcoming guides for visitors. It would also help businesses. He referenced a program used in Philadelphia.

III. CITY UPDATE

Logan Propes – City Administrator discussed that they are still working with attorneys and the Arnolds on the Spring St property. Discussed the need to address any stipulations the DDA may want to have in this contract. Also, discussed putting a cap on the legal fees associated with obtaining this property. Logan mentioned the GEFA grant that the City has been awarded to help

change out electrical structures throughout town. There was also discussion about the March 5th meeting with the GDOT, and legislators on pushing for the northern leg of the bypass.

Chris Bailey – Assistant City Administrator discussed the Monroe monument having been pushed back due to the weather. Noted that when there are consecutive days of good weather it can move forward. The monument will be set and then plans for a lighting can be done.

IV. COUNTY UPDATE

There was no update from the County.

V. ECONOMIC DEVELOPMENT UPDATE

Mr. Brian Wilson – Hotel RFQ is still open and will close on April 3rd. There are a few serious inquiries. Facebook pages continues to grow by 31% from last month. We added two downtown business this month and lost one.

VI. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Sandy expressed looking forward to the statues being on the ground, the expected delivery date is February 21st. It will be a good way to add art to the Downtown area. Also, adding newly designed banners throughout the downtown area.

2. Redevelopment Projects

A new spa is going in on Davis St., a Pilates studio will be coming to town, Elixir should open on March 1st, and Grizzle is still a few months out from opening.

3. Entertainment Draws

The car show will have a vendor market at the town green. There will be bands playing throughout the day. All concerts for the year are booked with the first one being May 2nd. The City has added a partnership with Onstage and will doing a Monroe's Got Talent sometime this fall. The first 2nd Saturday was February 8th and it went well. Laura Beth will be conducting a survey with our downtown business owners to see how they did on that day. The next one will be Bouquet day the Saturday of Mother's Day Weekend. This past Monday, February 10th, Paul Milliken with Fox 5 paid a visit to the Story Shop. The Crepe Myrtle Festival will return this year, Steve Brown has pulled scrapbooks of the old Crepe Myrtle festivals.

VII. PROGRAMS

1. Farmers Market

Farmers Market will open April 5th. Audrey joined in on the first second Saturday event with an Artisan market. The plan is for there to be an Artisan market once a month. She has also created a children's program called Vegecation to help teach children to love vegetables. She has partnered with a local school teacher to help with this program.

VIII. FUNDING

1. Sponsorship

There is a need for big Car Show sponsors. The concert series has secured sponsorship from the Eulalia Group. The group Renewal by Anderson has sponsored quite a few events for this upcoming year.

2. Community Event Grants

a. Monroe Country Day School 5K-

Approval of permit was received this morning.

Motion by Meredith Malcolm, Seconded by Collin

Approved unanimously

IX. NEW BUSINESS

Chairwoman Lisa Anderson mentioned the need to discuss the Stakeholders dinner. There was discussion that volunteers, business owners, and golden hammer businesses would be recognized at the March City Council Meeting. There would then be a drop-in recognition on March 20th from 5-7pm. Sandy Daniels requested suggestions for catering.

X. ANNOUNCEMENTS

1. Next Meeting – March 13, 2025 at 8:00 at City Hall

XI. ADJOURN- 8:48am

*Motion by Collin , seconded Gray.
Passed Unanimously*