

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
OCTOBER 12, 2023 – 8:00 A.M.

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Chris Collin	Board Member
	Clayton Mathias	Board Member
	Myoshia Crawford	City Council Representative
	Lee Malcom	City Council Representative

Those Absent:	Andrea Gray	Board Member
	Brittany Palazzo	Board Member
	Whit Holder	Board Member

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Dwayne Day

Visitors: Lori Volk, Juli Treadwell

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Andrea Gray, Brittany Palazzo, and Whit Holder. There was a quorum.

2. Approval of Previous Meeting Minutes

a. September 14, 2023 Minutes

To approve the minutes as presented.

*Motion by L. Malcom, seconded by Collin.
Passed Unanimously*

3. Approval of Financial Statements

a. August Financials

To approve the August 2023 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

Assistant City Administrator Chris Bailey stated everything is essentially done at the Town Green. Once the wreaths and garland come in the crews will start putting them up. Then they will start on the lights at Childers Park.

Ms. Leigh Ann Aldridge stated that she ordered the big light up Christmas ball for the Town Green, which will be good for photo opportunities. It is scheduled to arrive the week before Thanksgiving. Keck & Wood gave a \$2,500 sponsorship.

The Committee, Ms. Aldridge, and Mr. Bailey discussed having a ribbon cutting for the Town Green.

City Administrator Logan Propes stated he has had a couple of meetings with the person interested in building a hotel, but there are a lot of mechanics that will have to be worked out.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Chairman Anderson stated the planters are done, and everything looks great. She discussed people using the planters as trash cans.

Ms. Leigh Ann Aldridge explained that she and Committee Member Brittany Palazzo are working on a plan for the murals to present to the Committee.

The Committee and Mr. Bailey discussed the slab at the Gwinnett Appliance location.

2. Redevelopment Projects

There were no redevelopment projects.

3. Entertainment Draws

Ms. Leigh Ann Aldridge stated Fall Fest will be Saturday, and there are approximately 225 vendors. She discussed parking areas and the shuttle service. Handicapped parking will be located at Synovus Bank.

The Committee, Mr. Propes, Mr. Bailey, and Ms. Aldridge discussed parking, the shuttle service, double parking, and other parking issues.

Committee Member Chris Collin questioned whether the Volunteer Committees that were formed at the Planning Retreat are supposed to be holding independent meetings.

Chairman Anderson answered yes there should be independent meetings.

The Committee, Ms. Aldridge, and Mr. Bailey discussed recruiting volunteers for the committees, and how they will be able to help in various areas.

Ms. Aldridge stated Light Up The Night will be on November 2.

VI. PROGRAMS

1. Farmers Market

Ms. Leigh Ann Aldridge stated the last regular market was the previous Saturday. She explained that Audry Fuller got a lot of interest from a survey she sent to the current vendors about possible date changes and coming back next year. They plan to take a look at the dates for next year after Fall Fest.

VII. FUNDING

1. Sponsorship

Ms. Leigh Ann Aldridge discussed the sponsorship renewals and the Brochure.

The Committee and Ms. Aldridge discussed changes for the Brochure.

The consensus from the Committee was to make the following changes to the Brochure: Remove the Façade Grant. Move the QR Code to the General Partnership area. Change the quantity of the Car Show Award Sponsor to four at \$1,500. Increase the quantity of the Flower Festival Presenting Sponsor to four at \$2,500. Remove the Flower Festival Partner Sponsor of \$500. Add four Sponsors at \$1,500 to the Farmers Market. Add six Sponsors for Shuttle Service at \$1,500 to the Car Show, Flower Festival, Fall Fest, and Christmas Parade.

2. Façade Grants

a. Discussion / Approval – Façade and Event Grant

The Committee discussed whether to continue supporting Façade Grants.

Committee Member Meredith Malcom stated most of the buildings have already been renovated; they do not need to encourage people to come and renovate buildings anymore. The money could be used to promote all of the businesses instead of to change their signs.

Chairman Anderson stated the grants are not needed like they were before.

Ms. Leigh Ann Aldridge stated she was under the impression from the discussion at the Retreat that the Committee wanted to expand the Façade Grants and increase their amounts.

Committee Member Chris Collin stated that he likes the idea of using the money for other things; it could possibly be used for a pocket park.

To discontinue the Façade Grants at the beginning of the year.

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

3. Community Event Grants

The Committee discussed whether to continue supporting Community Event Grants.

Committee Member Chris Collin stated they either need to tell more people about the grant or discontinue it, because not many people know about it.

Mr. Leigh Ann Aldridge suggested setting a limit or maximum amount for the year.

Mr. Collin stated it would be fine to set a limit and then promote the grant.

Chairman Anderson suggested having a maximum amount of \$2,000 for the year starting in January 2024.

To set a yearly maximum of \$2,000 for the Community Event Grant and to better promote the grant.

*Motion by L. Malcom, seconded by Collin.
Passed Unanimously*

VIII. NEW BUSINESS

1. Discussion – Social Media

Chairman Anderson discussed setting up a Social Media Committee. She recommended letting Committee Member Brittany Palazzo head up the committee.

Council Member Lee Malcom stated she would be glad to be on the Social Media Committee.

The Committee discussed various social media ideas.

IX. ANNOUNCEMENTS

1. Next Meeting – November 2, 2023 at 8:00 at City Hall

The Committee, Ms. Aldridge, Mr. Propes, Mr. Bailey, and Ms. Thompson discussed the possibility of changing the regular meeting date next month from November 9 to November 2. It will be decided after talking to the other Committee Members.

X. ADJOURN

*Motion by L. Malcom, seconded by Collin.
Passed Unanimously*