

**CITY OF MONROE  
DOWNTOWN DEVELOPMENT AUTHORITY  
ANNUAL PLANNING RETREAT  
AUGUST 12, 2024 – 8:00 A.M.**

**Monroe Museum  
227 South Broad Street  
Monroe, Ga**

The Downtown Development Authority met for their Annual Planning Retreat.

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

Staff Present: Sandy Daniels, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Laura Beth Caudell, Brian Wilson

Visitors: Audrey Fuller

**I. REVIEW OF 2023 – 2024**

The Committee and Ms. Daniels discussed the Community Work Plan Review Form.

**II. WORKPLAN REVIEW**

**1. Mission Statement**

The Committee, Ms. Daniels, and Ms. Caudell discussed the Mission Statement.

The consensus was to leave the Mission Statement the same.

**2. Vision Statement**

The Committee, Ms. Daniels, and Ms. Caudell discussed the Vision Statement.

The consensus was to add sense of community to the Vision Statement.

**3. Strategies**

The Committee, Ms. Daniels, and Ms. Caudell discussed Strategy updates and changes.

The consensus was to leave Strategy #1 the same; add attracts diverse entertainment to Strategy #2 and remove the last sentence; and remove providing unique entertainment from Strategy #3.

### **III. REBUILD WORKPLAN**

#### **1. Transformation Strategies**

The Committee, Mr. Propes, Ms. Daniels, and Ms. Caudell discussed Transformation Strategies and Tasks for Redevelopment Projects, Downtown Design, and Entertainment Draws in detail.

The consensus was to leave Transformation Strategy #1 and the Goal the same; remove research paid parking options and enforce noise ordinances from the Objective, and add to ensure a safe environment. Remove façade grant program from Transformation Strategy #2; leave the Goal the same; remove adjacent to city property and to add parking to the downtown within a specific focus around the town green from the Objective, and add within DDA boundaries. Leave Transformation Strategy #3 the same; remove build on and add diversity under Goal; and remove as well as community representation from the Objective.

#### **2. Top Priorities for 2024 – 2025**

The Committee, Mr. Propes, and Ms. Daniels discussed the Acquisition of Properties, Marketing and Marketing Materials.

Mr. Propes discussed the transfer of the Blaine Street titles possibly going through the URA.

### **IV. OTHER ITEMS**

#### **1. Board Members**

The Committee, Mr. Propes, and Ms. Daniels discussed the Volunteer Committees and Board Members getting their training hours completed.

#### **2. Sponsorship Program**

The Committee, Ms. Daniels, and Ms. Caudell discussed changes for the Sponsorship Program.

#### **3. 2025 Events**

The Committee, Mr. Propes, Mr. Bailey, Ms. Daniels, and Ms. Caudell discussed the standard Events for 2025 and some possible additions.

### **V. ADJOURN**