

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
SEPTEMBER 11, 2025 – 8:00 A.M.

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairwoman
	Chris Collin	Board Member
	Clayton Mathias	Board Member
	Andrea Gray	Secretary
	Whit Holder	Board Member

Those Absent: Brittany Palazzo, Meredith Malcom, Lee Malcom

Staff Present: Logan Propes, Chris Bailey, Sandy Daniels, Beth Thompson, Laura Powell, Brad Callender, Kaitlyn Stubbs

Visitors: Kamden Ecker

I. CALL TO ORDER – 8:00am

A. Roll Call

Chairwoman Anderson noted that all Committee Members were present except for Brittany Palazzo, Meredith Malcom, Lee Malcom, and Andrea Gray. Initially, there was no quorum. Andrea Gray arrived at 8:04 a.m. to make a quorum.

B. Approval of Previous Meeting Minutes

1. DDA Meeting Minutes - August 14, 2025
To approve the minutes as presented.

*Motion by Mathias, seconded by Gray.
Passed Unanimously*

2. DDA Retreat Minutes – August 4, 2025
To approve the minutes as presented.

*Motion by Gray, seconded by Holder.
Passed Unanimously*

C. Approval of Financial Statements

1. July Financials
To approve the July 2025 Financials.

*Motion by Gray, seconded by Collin.
Passed Unanimously*

II. PUBLIC FORUM

III. CITY UPDATE

City Administrator Logan Propes shared that the streetscape project is scheduled to begin on the North end on September 22, 2025. The project is estimated to take two years. The alleyway project is still underway as they are finishing the telecom portion. Electric has been completed and the utility installation is next on the list. Mr. Propes referred to Ms. Daniels to which she stated that Carl Vinson Institute, with the University of Georgia, has asked the City of Monroe to apply for a national award regarding the City's branding. Ms. Daniels stated that the interviews went well, the

representatives from UGA loved the tour, and all the video footage will be gifted to the City, along with a collage of photos and ideas for a mural on the Spring Street wall. Kaitlyn Messich is in charge of the project and this is a Top 6 finalist nomination for the City of Monroe.

Mr. Collin asked if there was a name associated with the hotel project. Mr. Propes stated that it has not been finalized, but most likely will be a Marriott project, specifically leaning towards a Springhill Suites format. This path allows for flexibility and more of a boutique concept and food would not be served, encouraging those that stay to visit the local restaurants.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

A. Downtown Design

Mr. Bailey stated that the new banners were being hung throughout downtown.

B. Redevelopment Projects

There were no updates for redevelopment projects.

C. Entertainment Draws

Ms. Daniels shared that this Saturday, September 13, 2025, is Dino Day. She expects the event to be well attended. The Farmers Market will be running at the same time. Over one hundred tickets have already been sold for the Farm to Table event. Plans for the Fall Festival are underway and Ms. Daniels has already received around 250 vendor applications. The last Friday Concert entertained almost 4,000 people who stayed downtown for an average of 3.5 hours. Lastly, the Christmas Parade applications launched this week.

VI. PROGRAMS

A. Farmers Market

Ms. Daniels shared that the Farmers Market is continuing to thrive. The CSA program is launching and now in the basement of the Welcome Center. There are now additional pick-up times on Tuesday evenings and on Sundays. Fresh dairy is now offered in the boxes as well. There is a lot of interest to be a vendor at the market and the applications must be completed in January. Ms. Daniels shared that the Monroe Farmer's Market is ranked #2 in the State which could afford the City a grant. The Market saw around 5,000 people last week.

VII. FUNDING

VIII. SPONSORSHIP

Ms. Daniels stated that she has received \$98,000 for entire last quarter and feels certain we will well exceed the goal of \$100,000.

IX. COMMUNITY EVENT GRANTS

There was no new event grant application.

X. OLD BUSINESS

A. Community Event Grant Re-evaluation – Monroe Police SWAT Trot

Major Matt McClung was in attendance and Mr. Collin stated that the issue the committee was having was that the race was not entirely in the downtown corridor. They did not want to approve the grant and set the precedent and have others upset when they were denied the grant. Mr. Collin stated that LR Burger and Meredith Malcom were interested in sponsoring the race. Major McClung completely understood and stated that he had moved the route this year in

order to avoid Highway 11 and Spring Street. He needs runners and sponsors and all money will go to a child and no administrative costs, as Grace Monroe has paid those costs. Discussion ensued regarding the application for Community Event Grants and the need to update and clarify some issues. Mr. Prokes mentioned that he did not completely agree with a city department applying for funds from another city agency. The committee also discussed repurposing the grant and using the money towards another area. They agreed to place this on next month's agenda to hear from absent members.

*Motion by Holder, seconded Collin.
Passed Unanimously*

XI. NEW BUSINESS

A. Mural and Sign Report and Presentation

Mr. Callender presented the Mural and Sign Report that provides guidelines and regulations, so that the Downtown Development Authority can help guide and approve the process of murals in the downtown corridor.

Kamden Ecker contributed to the discussion and stated that she would love to be a part of the mural committee.

Chris Collin left the meeting at 9:22. There was no quorum.

XII. ANNOUNCEMENTS

Next meeting – October 9, 2025 at 8:00 am at City Hall.

VIII. ADJOURN- 9:30am

Chairwoman Anderson adjourned the meeting at 9:30 am since there was no quorum.