

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
DECEMBER 12, 2024 - MINUTES

The Downtown Development Authority met for their regularly scheduled meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Clayton Mathias	Board Member
	Whit Holder	Board Member arrived 8:24
	Lee Malcom	City Council Representative
	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Those Absent:	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Kaitlin Stubbs, Sandy Daniels, Logan Propes, Les Russell, Laura-Beth Caudell

Visitors: None

- I. Call to Order - Chairman Anderson called the meeting to order 8:05am
 - A. Roll Call - Chairman Anderson noted that we do not have a quorum (a quorum was achieved at 8:24 a.m. with the arrival of Whit Holder)
 - B. Approval of Minutes from November 14, 2024
 - Motion to approve minutes as presented

Motion by Mathias, Seconded by Collin
Approved unanimously

- C. Approval of October Financial Statements
 - Motion to approve financial as presented

Motion by Collin, Seconded by Holder
Approved unanimously

- II. Public Forum - none

- III. City Report

Logan Propes – working on the hotel RFP, should be posted next week but likely will not get much interest until the new year; next will have a rendering for Wayne Street and will get sent out for bids in first quarter 2025; Darrell McWaters/MFT Investments donated 108 acres to the city near Barrett St/S. Broad St./Alcovy/Second St. Eventually may

create a city development authority to guide the development of the area; the proceeds will go back into a Trust for the city; the city would find a development partner; several years before any action taken on the property

Chris Bailey –appointments were renewed for three years (Brittany, Chris, Meredith); Lumpkin/Highland Tap grant will start in the new year

IV. County Report - none

V. Economic Development Update

- A. Almost done with the hotel RFP; great growth on the Facebook page-up over 100 followers; three new businesses in DDA and six businesses closed – number is larger because of renewal season

VI. Community Work Plan & Report

- A. Downtown Design – Brittany met with mural person usual price is \$30/sq and the wall (Spring St near Quality Foods) is over 2000 sq ft - \$80k – would like the city wash and prime the wall; maybe have her lead the project and then have local art students work with her; maybe find a smaller wall that fits the \$10k budget; discussion continued about design themes

- B. Redevelopment – none

- C. Entertainment – Sandy Daniels – shared the 2025 projected calendar and Market calendar; Sandy and Laura-Beth have not completed a full year of events, going to focus on promoting downtown businesses during large events and smaller events to help businesses – introduced a quarterly second Saturday shop small; looking to draw back on the holiday Thursday events – hoping to have the nights take off on their own – encourage small businesses to participate and promote themselves- lots of positive effect on restaurants but maybe hurting shops – discussion of how the Candlelight nights will continue in the future; will discuss in the January merchant meeting; goal to get the printed 2025 calendar in the shops by Christmas; Farm to Table is coming back; thank you for everyone who helped with the parade (numbers were down a bit because of the cold 18,700 plus a bit; clean-up was done by 11pm instead of usual 1am)

VII. Programs

- A. Farmers Market – Sandy Daniels – will have artisans once a month but will keep the core of the market food; lots of events this Saturday- Santa/Grinch/Tour of Homes; DOM; Audrey will be staying on with the Market and the goal is to keep enhancing the Market; look to Athens as inspiration

VIII. Funding

A. Sponsorship – Sandy Daniels – for the year, lots have renewed for next year at a larger amount; please reach out to your contacts to encourage concepts; 2022 and 2023 data used to project attendance in downtown to over a million visitors; fully expect to hit the goal of \$100k

B. No grants this month facade or community – none

IX. New Business

A. 118 W. Spring St. - Logan Propes – met with Meredith and Arnold Properties; likely built in 1857 which would make it the oldest brick structure in Monroe, former City Hall and Fire Station; City does not have the funds to redevelop; Arnold Properties is open to redevelopment; lots of errors in the title chain – sitting with a new lawyer in Atlanta to investigate; would DDA take the lead to get the title cleared? Arnold Properties is trying to get rid of their commercial portfolio; if it is not fixed, it will fall in on itself; likely no less than \$30-40k to get the title fixed; discussion continued about Arnold Properties selling the property to the City; Arnold Properties would be willing to give us the whole file if we want to switch attorneys; once the title is cleaned up it could be redeveloped in a similar way as the Ford Building; Logan will circle back with Arnold Properties; will have to work with Beth on a budget amendment

X. Announcements

A. Next meeting January 9th - 8am

XI. Adjourn – 9:10

Motion by Colin, Seconded by Holder
Approved unanimously