

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
JANUARY 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
	Whit Holder	Board Member
	Ross Bradley	Board Member
	Chris Collins	Board Member
	Myoshia Crawford	City Council Representative
	Lee Malcom	City Council Representative

Those Absent:	Andrea Gray	Secretary
	Wesley Sisk	Board Member

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, John Howard, Sara Shropshire, Les Russell

Visitors: Tyler Woodberry

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Andrea Gray and Wesley Sisk. There was a quorum.

2. Approval of Previous Meeting Minutes

a. December 8, 2022 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. November Financials

Finance Director Beth Thompson presented the November Financials.

Chairman Anderson requested to have the financial details broken down by event.

Ms. Thompson explained that she can start providing the financial information as a monthly snapshot as well as per event. She will email this information to the board members next week.

To approve the financials as presented.

*Motion by Bradley, seconded by Malcom.
Passed Unanimously*

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes stated the Town Green should be completed by the end of June. The Notice to Proceed for the Bypass Project has been received; the project should be finished by early summer.

Committee Member Chris Collin requested information on the ingress and egress at Chick-Fil-A and Starbucks.

Mr. Propes explained that GDOT is basically out of fixes; their only suggestion is to limit exiting to right turns only. He stated the responsibility ultimately falls on Chick-Fil-A, because they own the lot, but the City will be a good partner by helping them figure it out.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Chairman Anderson stated it is time for the Committee to step it up to the next level, instead of just going with the flow. She wants the board to be more active in making decisions and to take an active role in each event.

Ms. Leigh Ann Aldridge discussed having sub committees.

Chairman Anderson will check on the planters and possibly add some pansies; they are looking bad due to all of the cold weather.

The Committee discussed plants, planters, and the possibility of getting some type of hanging baskets.

2. Redevelopment Projects

Chairman Anderson explained the Milner Aycock Building is under contract to close before the end of June. There are three different parcels for redevelopment projects that are waiting on signatures; Preston & Malcom are working on it.

Ms. Thompson explained that she can start providing the financial information as a monthly snapshot and per event. She will email this information to the board members next week.

3. Entertainment Draws

The Committee discussed Fall Fest, Farm to Table, the Event Calendar Cards, possible changes for the Christmas Parade, and having a Sidewalk Sale. The Committee discussed charging for access and to hold events at the Town Green.

Chairman Anderson stated the Committee has been talking about murals for the wall on West Spring Street for several months. She will reach out to some local artists for some designs.

VI. PROGRAMS

1. Farmers Market

Chairman Anderson stated the Farmers Market needs to have more farmers; it has become more of a craft show.

Mr. Ross Bradley stated farming is a challenge, and it is going to get much worse.

The Committee discussed the possibility of changing the Market to once a month instead of every weekend.

City Administrator Logan Propes suggested getting feedback from the vendors.

Ms. Leigh Ann Aldridge stated she would need to know the Market guidelines soon.

Chairman Anderson stated that she would like to know the number of artisan vendors allowed.

VII. FUNDING

1. Sponsorship

Chairman Anderson discussed needing a large sponsor for the Car Show.

Ms. Leigh Ann Aldridge requested feedback on the Sponsorship Brochures.

Vice-Chairman Meredith Malcom stated the brochures need to be in the hands of the business owners by September each year, which would allow them budgeting time.

The Committee and Ms. Aldridge discussed invoicing, using pay pal, sponsorship amounts, and sponsorship levels.

Ms. Aldridge stated the dinner invitations have been sent out, but the award winners still need to be decided upon.

Chairman Anderson stated that she wants City staff to be invited to the awards banquet. They will discuss the awards via email.

2. Façade Grants

a. Review of Nedza's Application

The Committee discussed whether or not the grant should be approved, due to the business not having been open the last few weeks.

Vice-Chairman Malcom stated that she would contact Mr. Nedza on behalf of the Committee to see if they could help in any way.

To table until next month.

*Motion by Bradley, seconded by Malcom.
Abstaining: Collins.
Passed.*

3. Community Event Grants

a. Monroe Country Day School Application

To approve.

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

VIII. NEW BUSINESS

The Committee discussed the parking issues in the downtown area and possible solutions.

City Administrator Logan Propes stated there needs to be paid parking on Broad Street.

Chairman Anderson stated there is going to be an official parking study done. She stated the Business Owners Meeting needs to be set for early February.

IX. ANNOUNCEMENTS

1. Next Meeting - February 9, 2023 at 8:00 am at City Hall

X. ADJOURN

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