

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
JULY 10, 2025 – 8:00 A.M.

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairwoman
	Meredith Malcom	Vice-Chairwoman
	Brittany Palazzo	Board Member
	Clayton Mathias	Board Member
	Lee Malcom	City Council Representative
	Andrea Gray	Secretary

Those Absent:	Chris Collin
	Whit Holder

Staff Present:	Logan Propes, Chris Bailey, Brad Callender, Kaitlyn Stubbs, Laura Beth Caudell, Sandy Daniels, Brian Wilson, Beth Thompson, Laura Powell
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Visitors:	Branden Whitfield
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I. CALL TO ORDER – 8:00am

1. Roll Call

Chairwoman Anderson noted that all Committee Members were present except for Chris Collin and Whit Holder. There was a quorum.

2. Approval of Previous Meeting Minutes

a. June 12, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. May Financials

To approve the May 2025 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes shared that the alley project is being set up for utilities and clearing has been happening for the parking lot project. The Crepe Myrtle Festival had around 13,400 people in attendance. City staff will be having a follow-up meeting around August 11, 2025 with the responsive hotel group to discuss proformas and incentives, etc. as negotiations continue through the year.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Chairwoman Anderson shared that she spoke with Melinda Dally and Ms. Dally is all for the location of the mural on the Tribune wall facing Court Street. She is interested in seeing the design for approval. Laura Gross will be providing a rendering and Ms. Dally and niece approved images such as a bike, farmers market, and a glass of wine. Ms. Anderson also stated that there was a verbal agreement with Kenneth Murray for the mural on that side of the building.

Meredith Malcom stated that Jake Lill was very much about the partnership in improving the old mule barn plaza area, but needs just a small opening to bring items in and out. However, agrees with improving the space with tables, grass, and lighting. Lee Malcom asked who owned the steps, as they are treacherous, and was told the Briscoe Properties. Logan Propes stated he would talk to the engineers to see what they could come up with, and then speak to Briscoe Properties.

2. Redevelopment Projects

Ms. Daniels commented that they were in the new office at the Welcome Center and loving it.

3. Entertainment Draws

Ms. Daniels shared that the First Friday Concert will be August 1st with the Boys in the Band. The Back to School Splash Pad Bash will take place August 2nd, from 12-2, and there will be free Kona Ice. The Farm to Table event will be at the Town Green on October 26th, beginning at 4pm. There will be 200 tickets and will sale for \$95 per person. They have asked a few individuals within the community for help. Lastly, the deadline for the Fall Festival is August 30th.

Mr. Bailey mentioned that there is a Christmas Parade theme contest for City employees. Also, the Crepe Myrtle Festival saw a total of 13,400 people and the June First Friday Concert had 4,500 attendees with 10,000 individuals downtown!

VI. PROGRAMS

1. Farmers Market

Sandy shared that there have been around 4000 shoppers, with the busiest time between 10-1, over the past few weeks. Individuals seem to stay around 68 minutes. CSA boxes are going well and Sandy reiterated that they can be purchased through the Farmers Market site. Again, the boxes are getting traction, cleared \$1000 in the first month, but the public still needs to be educated on ordering process and contents of boxes.

VII. FUNDING

1. Sponsorship

Ms. Daniels shared that she and Laura Beth are rolling out the second half of the year sponsorship campaign. The annual goal is \$100,000 and Ms. Daniels feels confident the goal will be met, especially with the Christmas events coming up. There will be more discussion at the DDA Retreat.

2. Community Event Grants

There were no community event grants.

VIII. NEW BUSINESS

1. Mr. Propes spoke about the CDBG RDF Loan Grant, a long and complicated project regarding the Old Ford Building. It is a huge win for the City and Council took action on Tuesday at their meeting. Today, DDA needs to approve the IGA, as they are simply a conduit for the funds. Ms. Gray stated that the resolution is in good order.

*Motion by Gray, seconded Anderson.
Abstained, M. Malcom
Passed*

2. Mr. Propes briefly talked about the RLF Loan to JEC Development for \$140,000 and explained, again, that the DDA is simply a conduit for the funds.

*Motion by Gray, seconded Anderson.
Passed Unanimously*

IX. ANNOUNCEMENTS

1. Ms. Daniels reminded everyone about the DDA Retreat on August 4th, beginning at 8:00am at the Welcome Center.
2. The Conyers DDA will attend the Monroe DDA meeting on August 14th. The start time has been moved to 9:00, from 8:00. The change will be advertised in the Tribune. The group will tour downtown after the meeting.
3. Ms. Daniels welcomed Brandon Whitfield, a Loganville Council Member.
4. There will be a breakfast and ribbon cutting for the Agriculture Exhibit on July 29th at 10am. This is a partnership between the Museum and the City.
5. Ms. Anderson mentioned that the Blue Rooster closed its doors, officially, on July 9th, and passed the keys to the building to owner of Catch 22.
6. The owner of the Tea Room is retiring and would like to sale the business.

X. ADJOURN- 8:38am

*Motion by Mathias, seconded Gray.
Passed Unanimously*