

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
NOVEMBER 9, 2023 – 8:00 A.M.

The Downtown Development Authority met for their regular meeting.

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

Those Absent:	Myoshia Crawford	City Council Representative
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Staff Present:	Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Les Russell
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Visitors:	Julie Treadwell, Lori Volk
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I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present, except City Council Representative Myoshia Crawford was absent. There was a quorum.

2. Approval of Previous Meeting Minutes

a. October 12, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. September Financials

The Committee discussed the financials and requested to have a summary coverage page on top of the detailed information.

Finance Director Beth Thompson stated she would consolidate the information to create a summary page.

The Committee, Ms. Thomspson, and City Administrator Logan Propes discussed the financials.

To approve the September 2023 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes stated that Ms. Leigh Ann Aldridge will be leaving the City at the end of the year to go into the private sector. He discussed the Economic Development Director job description. They have started the process on the old Ford building, but it will take about eight or nine months. The City has closed on the property on South Madison Avenue; there are still about four attendants. He explained there are lots of discussions to be had, but the time frame will be as soon as possible. There is a lot of due diligence that must take place prior to moving forward with a hotel.

IV. COUNTY UPDATE

There was no update from the County.

The Committee discussed the County auctioning off the old 4-H building.

Committee Member Chris Collin explained it will be very expensive; there is a whole lot of work to be done on the building.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Committee Member Brittany Palazzo discussed the mural samples and ideas. She and Ms. Aldridge have walked through various areas; some of the areas would need more lighting. She requested for the Board to let her know what they like, and she will get with an artist and the schools.

Mr. Chris Bailey discussed the Boy Scouts painting the chairs in front of City Hall. The Scouts will also be working to help revitalize the alleyway off of East Washington Street.

The Committee, Mr. Propes, and Mr. Bailey discussed the current murals, required easements, needing more lighting, and various areas.

Ms. Palazzo stated she would speak with the business owners.

Committee Member Chris Collin stated having the business names on the murals might take away from the murals.

Mr. Propes explained they would have to be careful with the business names, because it could turn the murals into giant signs.

The Committee and Mr. Bailey discussed funding and grants.

Ms. Palazzo stated she would speak with the schools about the door and sidewalk art. The Committee can decide on the designs and let her know.

After discussions, it was decided that the business names could be placed in the corner of the murals on the same scale as an artist's signature.

2. Redevelopment Projects

City Administrator Logan Propes explained the Milner Aycock building is being gutted now, but it is a very slow go.

3. Entertainment Draws

Mr. Chris Bailey stated there were 21,700 people at Fall Fest and 3,700 in attendance for Light up the Night. Candlelight Shopping will be on November 9, 16, and 30; and December 14 and 21. There will be carriage rides on November 30 and December 14. The Grinch will be in the pocket park on December 14, Santa will be there on December 21, and the live nativity will be from December 20 to December 24. The Bikes, Trikes, & Magical Lights Parade will be on November 16 at Childers Park. The 70th Annual Christmas Parade will be on December 7.

The Committee and Mr. Bailey discussed the pros and cons of shuttle buses for the Christmas Parade and handicapped parking. It was decided there will not be shuttle buses this year but maybe next year.

The Committee discussed the Grand Marshall for the parade, live filming of the parade, and Santa Claus.

VI. PROGRAMS

1. Farmers Market

a. 2024 Market Proposal

Chairman Anderson discussed the Market Proposal from Ms. Audry Fuller and the vendors.

Mr. Logan Propes and Mr. Chris Bailey are going to talk with Ms. Fuller personally after Thanksgiving about staying on at the Market.

Chairman Anderson stated that she would leave it up to them to make it work.

b. Approval – 2024 Market Rules and Guidelines

The Committee discussed the changes, the dates, and leaving the Market on Court Street.

Committee Member Chris Collin suggested finding out what the busiest days are for the Market.

To approve the 2024 Market Rules and Guidelines.

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

Chairman Anderson explained that Committee Member Brittany Palazzo has agreed to help with the Social Media and business spotlights. She discussed putting together a committee for her to head up.

The Committee, Mr. Bailey, and Mr. Propes discussed Social Media Marketing, the job of the Economic Development Director, creating a posting schedule, and having a certain look for the page.

Committee Member Chis Collin stated that the posts are very sporadic now.

Committee Member Meredith Malcom stated they could use Brittany's expertise to help train whoever gets hired.

City Administrator Logan Propes discussed getting a formalized process.

Mr. Chris Bailey stated that he will give Brittany access to the current photos for the Downtown events.

After discussions, it was decided that Brittany and Chris Bailey will be the two that will post on Facebook for DDA.

Council Member Lee Malcom suggested communicating with the Downtown businesses through email instead of Facebook.

The Committee discussed having an after hours get together for the Downtown business owners once the Economic Development Director is hired.

VII. FUNDING

1. Sponsorship

a. 2023 Sponsor Commitment Update

The Committee discussed the sponsorship commitments.

b. 2024 Partnership Opportunities

The Committee discussed the partnership opportunities.

After discussions, the Committee requested that Ms. Aldridge have the Sponsorship Brochures mailed out by the end of November and also send a Facebook post.

2. Façade Grants

There were no façade grants.

3. Community Event Grants

a. McDaniel-Tichenor House – Tichenor Trot 5K & McDaniel Mile Fun Run

To approve the Community Event Grant for the McDaniel-Tichenor House.

*Motion by Holder, seconded by Collin.
Abstaining: Gray
Passed Unanimously*

VIII. NEW BUSINESS

Committee Member Meredith Malcom questioned the interest payments for the Gwinnett Appliance lot.

City Administrator Logan Propes explained that he and Ms. Beth Thompson are working on it.

Committee Member Chris Collin questioned getting volunteers for the Parking Committee he is supposed to be heading up.

The Committee discussed various volunteers and suggested Ms. Sadie Krawczyk and Mr. Chad Draper as possibilities.

Mr. Chris Bailey suggested Mr. Jeremiah Still to represent the City.

Mr. Propes suggested Lt. Brent Davis to represent the Police Department.

Council Member Lee Malcom stated that she would represent the Council Members.

Chairman Anderson reminded everyone that the Parade will be on December 7.

IX. ANNOUNCEMENTS

1. Next Meeting – December 14, 2023 at 8:00 at City Hall

X. ADJOURN

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