

**CITY OF MONROE**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**JULY 11, 2024 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairman
	Andrea Gray	Secretary
	Clayton Mathias	Board Member
	Brittany Palazzo	Board Member
	Chris Collin	Board Member
Those Absent:	Meredith Malcom	Vice-Chairman
	Whit Holder	Board Member
	Lee Malcom	City Council Representative
Staff Present:	Sandy Daniels, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Laura Beth Caudell, Brian Wilson	
Visitors:	Julie Treadwell	

**I. CALL TO ORDER**

**1. Roll Call**

Chairman Anderson noted that all Committee Members were present, except Board Members Meredith Malcom and Chris Collin. City Council Representative Lee Malcom was also absent. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. June 13, 2024 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. May Financials**

To approve the May 2024 Financials.

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

**II. PUBLIC FORUM**

There were no public comments.

### **III. CITY UPDATE**

City Administrator Logan Propes stated the concept is being worked on for the Wayne Street parking lot expansion. The streetscape element for the project is starting, along with the incorporation of a dumpster coral. Hopefully, the lot will be able to stay open while most of the construction is being done. He discussed the streetscape project on North Broad and Highland that will be starting in December.

Assistant City Administrator Chris Bailey explained there will be a total of 117 parking spaces on the lot when the project is finished. He discussed waiting on the final project estimates for the Monument Park, but they are working on the components.

### **IV. COUNTY UPDATE**

There was no update from the County.

### **V. COMMUNITY WORK PLAN & REPORTS**

#### **1. Downtown Design**

The Committee, Mr. Propes, and Ms. Daniels discussed the planters and the Court Street alleyway getting cleaned up.

#### **2. Redevelopment Projects**

The Committee, Mr. Propes, Ms. Daniels, and Mr. Wilson discussed the new Thai restaurant building and the Sweetberry building.

#### **3. Entertainment Draws**

Ms. Sandy Daniels discussed dates for upcoming events: Dinosaur Day, Back to School Splash Bash, the Christmas Parade, and the First Friday Concert. The DDA Assessment, which happens every three years, will be next Tuesday.

Mr. Chris Bailey discussed the application process for the parade and stated the theme is “A Christmas Toy Parade” this year.

The Committee discussed the Blooms Flower Festival and possibly having an antique event.

### **VI. PROGRAMS**

#### **1. Farmers Market**

Ms. Daniels stated the Farmer’s Market is thriving and discussed adding some events.

### **VII. FUNDING**

#### **1. Sponsorship**

Ms. Sandy Daniels stated sponsorships are still coming in, but in smaller increments. The sponsorship brochures are being revamped for next year.

Ms. Laura Beth Caudell discussed trying to make sure that the marketing matches the events.

## **2. Community Event Grants**

There were no community event grants.

## **VIII. NEW BUSINESS**

### **1. Welcome Center Update**

Ms. Sandy Daniels stated the new Georgia Travel Guide and State Map will be in the Welcome Center, along with brochures for other Cities. She discussed creating a rack card for Monroe and sample merchandise for the retail area.

### **2. Board Member Training**

The Committee and Ms. Daniels discussed the Board Members completing their training hours.

### **3. Retreat Discussion**

The Committee, Mr. Propes, and Ms. Daniels discussed the upcoming retreat on August 12.

Chairman Anderson requested Mr. Brian Wilson to give an update and for an Economic Development Update to be added to the agenda each month.

Mr. Brian Wilson discussed possibly getting a grant to help cover the cost for the MONROE sign, the Economic Development website, and getting a Hotel Feasibility Study done.

## **IX. ANNOUNCEMENTS**

### **1. Next Meeting – August 12, 2024 at 8:00 at Monroe Museum**

## **X. ADJOURN**

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