

**CITY OF MONROE  
DOWNTOWN DEVELOPMENT AUTHORITY  
JANUARY 9, 2025 – MINUTES DRAFT**

The Downtown Development Authority met for their regular meeting.

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

Those Absent: None

Staff Present: Chris Bailey, Beth Thompson, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs, Logan Propes, Sandy Daniels

Visitors: None

**I. CALL TO ORDER – 8:00am**

**1. Roll Call**

Chairwoman Anderson noted that all Committee Members were present. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. December 12, 2024 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. November Financials**

To approve the November 2024 Financials as presented.

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

**II. PUBLIC FORUM**

There were no public comments.

**III. CITY UPDATE**

Logan Propes- City Administrator- gave an HB 581 Overview—A reaction to the high home values that started in 2020-2022; the bill places limits on the assessed value of homestead parcels, values can only be raised by a maximum of 3%, provides for a Floating Local Option Sales Tax known as FLOST (to recoup funding), the bill is all or none so if one organization opts out--everyone is out; because Walton County has an existing exemption that is stronger it does

not count for them to opt out; The city will have to have three public hearings; has no effect on existing school tax exemptions; FLOST - a potential revenue replacement which would require a separate referendum, would require an intergovernmental agreement with county organizations; opting in would create future tax loss in 5-10 years; tax loss burdens would shift from residential properties to commercial and rental properties; opting in may adversely affect future bond rating which would increase interest rates on borrowing money; opting in is a permanent decision; opting out allows for a better control of the budget on a yearly basis- discussion about alternatives - a Monroe specific homestead exemption which would give a better prediction of revenues for budgetary stability; need to create a public information plan for the public meetings. Mr. Propes also updated everyone on the status of the Hotel RFQ. The RFQ will remain open until April. We have a few interested parties.

Chris Bailey- Assistant City Administrator- Monroe sign monument will be installed in the next couple of weeks-be on the lookout for dates. TAP grant will go up for approval at next week's City Council meeting and one for Lumpkin/Broad will go out soon; Hotel RFP is live;

#### **IV. COUNTY UPDATE**

There was no update from the County.

#### **V. ECONOMIC DEVELOPMENT UPDATE**

Mr. Brian Wilson discussed the Hotel RFQ and the growing numbers if the Economic Development Facebook page.

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

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

Ms. Brittany Palazzo met with mural person usual price is \$30/sq and the wall (Spring St near Quality Foods) is over 2000 sqft - \$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

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

There were no redevelopment projects.

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

Ms. Sandy Daniels discussed the first second Saturday event, Love Your City. There was also discussion of the upcoming Car Show in March.

#### **VII. PROGRAMS**

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

Ms. Sandy discussed the market being bigger this year with plans to have once a month artisan markets.

#### **VIII. FUNDING**

##### **1. Sponsorship**

Ms. Sandy Daniels discussed that sponsorships continue to roll in. The board would like a list of both current and past sponsors.

##### **2. Community Event Grants**

There were no community event grants.

**IX. NEW BUSINESS**

There was no new business.

**X. ANNOUNCEMENTS**

**1. Next Meeting – February 13, 2025 at 8:00 at City Hall**

**XI. ADJOURN- 8:58am**

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