

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
JULY 13, 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
	Wesley Sisk	Board Member
	Myoshia Crawford	City Council Representative

Those Absent:	Chris Collin	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beverly Harrison, Chris Bailey, Sara Shropshire, Les Russell, Dwayne Day
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Visitors:

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Chris Collin. There was a quorum.

2. Approval of Previous Meeting Minutes

a. May 11, 2023 Minutes

To approve the minutes as presented.

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

b. June 8, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. April Financials

The Committee and Mr. Propes discussed some of the line items and amounts on the report.

To approve the April 2023 Financials.

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

b. May Financials

The Committee, Mr. Propes, and Ms. Aldridge discussed DDA Revenue versus City Revenue.

City Administrator Logan Propes explained the events are funded from the City General Fund. He will verify the amounts but believes it all washes out in the end.

Ms. Leigh Ann Aldridge stated the Car Show is probably the only event that makes money.

Committee Member Meredith Malcom stated it is a little unclear with the funds going back and forth. She discussed tracking money for events. The DDA needs to make sure they are raising enough funds for the events, even though the City will support the shortfall.

Ms. Aldridge stated the concerts will be cheaper once they start being held at the Town Green, because there will be less staff needed for road closures, and there will not be a cost for renting the stage.

To approve the May 2023 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes stated the renovations on the old Police Department Building have started. Ten percent of the sale goes to DDA and 90% transfers back to the City. The City has entered a contract with Arnold Properties for the Davis Street and Madison Avenue area; they are working through the due diligence process now and should be closing by the end of the year.

The Committee and Mr. Propes discussed tearing down some properties and other various options.

Mr. Propes stated the Bypass Project is underway with E.R. Snell. The first reading of the Alcohol Ordinance will be at the meeting on Monday, and the second reading will be done in August. There are not any expansions of districts at this time, but some different nodes could possibly be created later.

The Committee, Mr. Propes, and Ms. Aldridge further discussed the Alcohol Ordinance, the possible future expansion to the Mills, and creating nodes.

Ms. Leigh Ann Aldridge and Mr. Propes discussed the Downtown Wi-Fi Project being underway.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Ms. Leigh Ann Aldridge stated the Boy Scouts are going to be painting the chairs that are out in front of City Hall.

2. Redevelopment Projects

The Committee, Mr. Propes, and Mr. Bailey discussed the next steps for the property where Gwinnett Appliance is located; they are in the process of moving out of the building.

Mr. Propes stated he would send the Committee a copy of the parking study done for the lot.

Committee Member Andrea Gray stated she wanted to make sure parking is added to the agenda for the retreat.

The Committee and Mr. Propes discussed the parking in Braselton.

Mr. Propes explained Braselton was able to use SPLOST Funds towards their parking deck.

3. Entertainment Draws

The Committee discussed the fireworks, concerts, Fall Fest, and the Christmas Parade.

Mr. Chris Bailey, Mr. Dwayne Day, Ms. Leigh Ann Aldridge, and the Committee discussed the turtle program, replacing some of the decals, and people taking the turtles.

VI. PROGRAMS

1. Farmers Market

Chairman Anderson stated the market is beginning to get more produce in.

Ms. Leigh Ann Aldridge stated the market has been staying packed; there have been around 2,000 people every Saturday.

The Committee and Ms. Aldridge discussed the vendor fees.

VII. FUNDING

1. Sponsorship

a. 2023 Sponsorship Update

Ms. Leigh Ann Aldridge stated there are \$68,000 in sponsorships committed so far.

The Committee discussed sponsorship funds in detail. They will work on the Sponsorship Brochure at the Retreat so it can be sent out in the Fall.

2. Façade Grants

There were no façade grants.

3. Community Event Grants

There were no community event grants.

VIII. NEW BUSINESS

Ms. Leigh Ann Aldridge stated that Sweetberry Bowls will be opening next week. She discussed the Business Owners Meeting. The Disc Syndicate is a new business that opened inside of Coffee Camper, where Elevate was located. She discussed the possibility that Bellamie might be closing, because the air conditioner has stopped working and the property owner will not replace the unit.

Committee Member Andrea Gray stated the air conditioning issue is a legal problem that should be covered in the lease agreement. They should file a complaint in the Superior Court. If nothing else, it will get the attention of the building owner.

Ms. Aldridge stated the roofing company located inside of the old City Hall building will not be renewing their lease. The Museum has expressed interest in the space. She will check with the Museum and let them know that they will have to pay rent for the space.

Chairman Anderson explained Sarah Johnson, Chris Bailey, and herself interviewed four applicants for the vacant board seat. They are recommending Brittany Palazzo; she will fill the unexpired term of Ross Bradley, which will expire in 2024.

IX. ANNOUNCEMENTS

- 1. Georgia Downtown Conference August 21 – 25, 2023 – Canton**
- 2. DDA Board Retreat – July 24, 2023 from 8:00 am to 5:00 pm – Synovus Bank**
- 3. Next Meeting – August 10, 2023 at 8:00 at City Hall**

X. ADJOURN

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