

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
SEPTEMBER 14, 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 Collins	Board Member
	Myoshia Crawford	City Council Representative
	Lee Malcom	City Council Representative

Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Les Russell, Dwayne Day, Jared Campbell

Visitors:

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. July 13, 2023 Minutes

To approve the minutes as presented.

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

b. July 24, 2023 Minutes

To approve the minutes as presented.

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

c. August 10, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. July Financials

City Administrator Logan Propes discussed breaking some of the accounts apart to segregate items. He explained separating Main Street, DDA, and the City will make things easier to understand.

To approve the July 2023 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes stated the Town Green is currently going through the punch list items. They are working on touching up some concrete, the Wi-Fi system, amp system, and park cameras. There will be a ribbon cutting when everything is completely done. Gwinnett Appliance has been really slow to get their things out, if they do not get them out soon they will be thrown away.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Ms. Leigh Ann Aldridge discussed different kinds of Christmas decorations and trees. She needs to know what the Committee thinks and budget amounts.

Chairman Anderson discussed ordering wreaths for the light poles.

Council Member Lee Malcom stated she feels the light poles are the responsibility of the City.

City Administrator Logan Propes stated that he and Chris Bailey will look at doing something for a photo opportunity, that is not too expensive.

The Committee, Mr. Bailey, and Ms. Aldridge discussed Christmas decorations.

Ms. Aldridge stated that she would look at ordering something out of the City budget.

Chairman Anderson stated that she will do something with the planters before Fall Fest.

Ms. Leigh Ann Aldridge and Committee Member Brittany Palazzo shared some ideas for the murals; they will put a presentation together.

2. Redevelopment Projects

Ms. Leigh Ann Aldridge stated Chad Draper is actively demoing the old police building; he has not decided whether he will pursue a grant yet. Salon 24 opened, and Morton James is in American Trilogy, which will be opening tomorrow.

Chairman Anderson stated that Salon 24 is beautiful; they did a great job.

3. Entertainment Draws

Ms. Leigh Ann Aldridge stated there were about 5,300 people at the final concert. Dino Day will be this Saturday. She has turned off the online registration for Fall Fest. The theme for the Christmas Parade will be Celebrating 70 Years.

Committee Member Brittany Palazzo discussed the Georgia Historic Preservation Committee having a Historic Christmas Tour and a Spring Tour. She was involved in the Spring tour last year and thought it would be a great fund-raising opportunity for DDA. It could be a walkable tour of the Historic Downtown area. She would love to sponsor it and take care of everything, if it is something the Committee would be interested in doing.

Committee Member Meredith Malcom suggested tying it in with the businesses and restaurants to promote them as well.

Committee Member Andrea Gray stated the DDA would sell the tickets and provide the maps.

The Committee and Ms. Aldridge discussed possibilities for the tour.

Ms. Aldridge and Ms. Palazzo will put a plan together.

City Administrator Logan Propes explained that the Georgia State Patrol will be hosting a Car Show at the Monroe Police Department parking lot the day after Fall Fest. The City has agreed to help promote the event for them. The City will be using the area during Fall Fest for shuttle service.

Ms. Aldridge explained there will be two shuttle services running from the Police Department, and there will be two running from Grey Stone Church. The Church will have restrooms, a playground, and water in case there is a wait. The shuttles will go from 10:00 to 4:00.

The Committee and Ms. Aldridge discussed the costs and sponsorships for Fall Fest and the shuttle service.

Committee Member Andrea Gray stated the McDaniel Tichenor House will be hosting a 5K and Fun Run that morning, so maybe people will park there and then walk downtown.

VI. PROGRAMS

1. Farmers Market

Ms. Leigh Ann Aldridge stated that the Farm to Table Event will be moved back to Spring. She discussed the proposal from Audry Fuller for changing the time of the winter months for the Farmers Market, as the Committee had discussed. The market currently opens the first week of May and closes the first week of October. The market would start on the last Saturday of March. It would be open every other Saturday in April; May, June and July; every other Saturday in

September; closed for October; open every Saturday in November; and two Saturdays in December.

The Committee and Ms. Aldridge discussed the dates and having popup events between dates.

Committee Member Brittany Palazzo suggested having a cute calendar of dates.

The Committee discussed various options for displaying the calendars.

Ms. Aldridge will find out more information about how many produce vendors Audrey would expect during the winter months and try to get a consistent schedule.

Chairman Anderson stated that she thinks it should be given a try and wants an idea on how to display the calendar.

Committee Member Whit Holder questioned whether Audrey has decided to stay on at the market.

Ms. Aldridge answered they are still discussing it.

VII. FUNDING

1. Sponsorship

a. 2023 Sponsorship Update

Ms. Leigh Ann Aldridge stated there are two more sponsorships, and Snellville Heating, Air, & Plumbing will be committing again next year.

2. Façade Grants

There were no façade grants.

3. Community Event Grants

There were no community event grants.

VIII. NEW BUSINESS

City Administrator Logan Propes explained the rehab project at the old City Hall building will be very intrusive to the tenants and discussed not renewing the leases.

Mr. Chris Bailey stated the leases end December 31, and they are going to try to start the project in January.

The Committee discussed the Museum taking over more space.

Mr. Bailey discussed the Monroe Center for the Arts needing more class space.

City Attorney Jared Campbell will prepare letters to terminate the contracts and mail them out next week.

Mr. Propes suggested terminating the contracts at the end of January.

The Committee, Mr. Propes, Mr. Bailey, Ms. Aldridge, and Mr. Campbell discussed the contracts, dates, and tenants.

To not expand the option, and allow month to month until the end of March.

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

IX. ANNOUNCEMENTS

1. Next Meeting – October 12, 2023 at 8:00 at City Hall

X. ADJOURN

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