

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
FEBRUARY 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
	Wesley Sisk	Board Member
	Whit Holder	Board Member
	Andrea Gray	Secretary
	Chris Collins	Board Member
	Myoshia Crawford	City Council Representative
	Lee Malcom	City Council Representative

Those Absent:	Ross Bradley	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Kaitlyn Stubbs, Sara Shropshire, Les Russell
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Visitors:

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

a. January 12, 2023 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. December Financials and Event Expense / Revenue

Finance Director Beth Thompson presented the December Financials and the list of Expenses versus Revenues for each event.

Vice-Chairman Meredith Malcom discussed the breakdown of revenues and expenses by event requested last month. The labor costs are not additional labor costs; this is how the City allocates labor to the different events. She stated all of the numbers have not been reconciled for the month yet. She suggested getting finances fixed prior to approval, after the sponsorships paid through PayPal have been reconciled.

Ms. Thompson stated the PayPal transactions through end of December were finally transferred over on January 26. Therefore, those amounts are not reflected on the December statements.

Those revenues and expenses will have to be accrued in 2022. She will send the finalized financials to the Committee for review when they are done. A system has been setup to transfer the funds monthly going forward.

The Committee Members and Ms. Thompson discussed fund categories, dividing categories, and renaming some of the line items. The changes will make the financials easier to understand. They discussed the renters and rental amounts for the old City Hall Building.

To defer approval of the financials until they are updated.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes explained that he just got the parking study back. Staff is going through the parking study, which will be presented next month. The main thing is that the parking on Broad Street in Downtown is going to be metered. He stated the Town Green Project is behind schedule, due to all of the rain.

Chairman Anderson questioned whether there was any new information about the traffic situation at Chick-Fil-A.

Ms. Sara Shropshire stated they are trying to expand out and possibly do some renovations to make traffic move better, with different parking spots. They are working on it, but it is a process. She explained they met with Brad Callender to map out the possibilities and were going to take it back to their engineers.

Mr. Propes stated that they are constrained by their site. They are trying to do something, because some of their employees have been in accidents. He is requesting for GDOT to force having no left turns like they did at Wal-Mart, but Wal-Mart did agree to having no left turns at the curb cut. Chick-Fil-A really needs a secondary location or a different location; it is a really tough site. When it was built, it was a low volume store.

Committee Member Chris Collin stated that Kim Mulkey-Smith from the museum reached out to him about the possibility of creating a QR Walking Tour throughout the downtown area. He suggested they come to a meeting to make a presentation. He will reach out and invite them to the next DDA Meeting.

IV. COUNTY UPDATE

There was no update from the County.

Ms. Leigh Ann Aldridge stated she will reach back out to the County about getting a representative to come to the meetings.

City Administrator Logan Propes stated Walton County is leasing ten parking spaces from Peters & Fosters for \$1,000.00 per month. This is a little worrisome, because it starts setting the tone

for more lease spots downtown. He stated other property owners are going to take note of it. The parking spaces are supposed to be for their new clinic.

The Committee and Mr. Propes discussed the various County offices moving.

V. COMMUNITY WORK PLAN & REPORTS

1. Main Street Approach

Ms. Leigh Ann Aldridge presented the Vibrancy Report, which shows the impact for Downtown. The report tracks new businesses, the number of jobs, projects completed, and attendance at events in the downtown area. She stated attendance at the events increased over 100,000 more than last year. She discussed Main Street at the National Level; the reporting is changing from ten standards to six standards. Staff will be doing a full training on the new standards this Spring. The board members will be required to do the training, and she will be able to certify them as being trained. Ms. Aldridge discussed definitions and setting up Committees for the four Work Plan Points: Promotion, Economic Vitality, Organization, and Design.

2. 2022 – 2023 Work Plan

Ms. Leigh Ann Aldridge discussed the Community Work Plan Review from the Retreat in October.

Chairman Anderson stated that the DDA was denied their application for the National Main Street Program last year, but the board wants to reapply if it is possible.

The Committee and Ms. Aldridge discussed reapplying for the Program being included in their Vision Plan.

3. Downtown Design

Ms. Leigh Ann Aldridge stated that Mr. Propes has already given an update on parking. She reviewed the parking maps and the letter that was distributed at the Business Owners Meeting. The letter was hand delivered to the downtown business owners that were not able to attend the meeting.

The Committee and Mr. Propes discussed delivery truck issues, laws about stopping in the middle of the road, signs, and possible solutions.

Mr. Propes stated that he would put the Police Department on alert.

Chairman Anderson stated she is having a hard time finding pansies for the planters. She discussed using some permanent shrubs and ivy, with some seasonal color.

4. Redevelopment Projects

Chairman Anderson stated the closing date for the Wayne Street Project is February 24; DDA will then own the whole block.

Ms. Leigh Ann Aldridge stated a Revolving Loan Fund application has been submitted to Georgia Cities Foundation for the restaurant project by Chad Draper on Wayne Street.

Committee Member Chris Collin discussed engaging an architect to start doing the design work for the renovation of the mule barn.

City Administrator Logan Propes stated the City engineers will do a survey to find the easiest way to expand the parking lot, after everything is cleared away.

Chairman Anderson explained the building lease for Gwinnett Appliance will be extended for three more months.

5. Entertainment Draws

Ms. Leigh Ann Aldridge stated the Sip and Shop Event will be this evening. Applications are coming in for the Car Show on March 18. Contracts are being finalized for the First Friday Concerts.

VI. PROGRAMS

1. Farmers Market

Ms. Leigh Ann Aldridge stated that she has started receiving applications, and the market is doing great. The Walton Foundation and the Senior Bucks Program are approved for this year. They will be looking for volunteers for the information tent.

VII. FUNDING

1. Sponsorship

a. Current Sponsorship

Ms. Leigh Ann Aldridge discussed the sponsorships from last year compared to this year. Silver Leaf Management and Zaxby's are both new sponsors. The Event Cards will go out next week.

Chairman Anderson stated that she would like to see the Sponsorship amount totals up to \$52,000.00. She stated each of the Committee Members need to reach out to and work on at least two new sponsorships.

b. Partnership Brochure

Ms. Leigh Ann Aldridge stated the Partnership Brochures are ready, and she is working on a mail list for next week.

Chairman Anderson stated the awards night was very nice; it was a great evening.

The Committee and Ms. Aldridge discussed the awards event and ways to increase attendance.

2. Façade Grants

a. Nedza's

Ms. Leigh Ann Aldridge stated that the business has closed permanently, but they would still like to submit their application.

To deny the grant request for Nedza's, due to the business having closed.

*Motion by Malcom, seconded by Sisk.
Abstaining: Collins.
Passed.*

b. Strange Taco

To approve the grant request for Strange Taco.

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

Committee Member Chris Collin stated the Nedza's building has already been leased to Sweet Berry Bowls. They will be doing a complete renovation of the building, which will be starting Monday.

3. Community Event Grants

There were no community event grants.

VIII. NEW BUSINESS

1. Spring Retreat Date

The Committee and Ms. Aldridge discussed possible dates for the spring retreat. It was decided by consensus to have the retreat on April 17 from 8:00 to 12:00 at Synovus Bank.

2. Lease Updates for Historic City Hall

Chairman Anderson stated the leases have been updated for the Historic City Hall, but she would like to discuss the Museum lease update. They are currently paying \$500 per month.

The Committee, Ms. Aldridge, Ms. Thompson, and Mr. Propes discussed the lease terms, amount, length, utility costs, renovations, and other possible options for the building. The Committee decided there should be discussions with the Museum about the City's concerns.

To renew the Museum lease for a three-year term, with an automatic renewal, subject to the City's ability to terminate for \$1,000 per month.

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

IX. ANNOUNCEMENTS

- 1. Next Meeting - March 9, 2023 at 8:00 am at City Hall**
- 2. Main Street Meet Up – April 21, 2023 from 10:00 to 2:00**

X. ADJOURN

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