

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
NOVEMBER 14, 2024 - MINUTES

The Downtown Development Authority met for their regularly scheduled meeting.

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

Those Absent: None

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

Visitors: None

- Call to Order - Chairman Anderson called the meeting to order 8:04am
 - Roll Call - Chairman Anderson noted that all Committee Members were present. There was a quorum.
 - Approval of Minutes from September 12, 2024
Motion to approve minutes as presented

Motion by Gray, Seconded by Collin
Approved unanimously
 - Approval of August Financial Statements
Motion to approve financial as presented

Motion by Malcom, Seconded by Holder
Approved unanimously
- Public Forum - none
- City Report
Logan Propes – amendment to Occupational tax with compliance issues with state law (real estate), create more equity in the downtown district by creating a scale based on gross receipts

Chris Bailey – Lumpkin/East Highland/Marable - North side corridor TAP grant goes to bid in January, Childers Park is almost done, new tree over the fountain outside City Hall; the Wayne St parking lot – Keck and Wood did a landscape/streetscape design years ago is updating the design to include Washington to Spring streets in Spring of 2025 the full design will be back the project can go out to bid

- County Report - none
- Community Work Plan & Report
 - Sandy just got back from a wonderful downtown training session in Canton; Shop Small initiative going well – almost 2k people in downtown even without Santa; more active tonight with Santa, train rides, firepit, elementary school chorus (Loganville); 550 each night for theatre on the green in late October; added Midland during Fall Fest
 - Downtown Design – still working on it to get some plans for the future; Washington St alley looks much better; light poles on E. Spring to add more banners; Chris Bailey working updating what we have for banners and is done over time because our street guys are the ones doing this on top of thier other duties; will stretch down W. Spring until Childers; need to focus on the retaining wall past the carwash by Quality Foods because it is one of the most visible walls coming into town – possibly need to get an art committee together to help design and plan the murals; Collin will get picture of a similar wall in Lawrenceville; also working on selfie stations – discussion continued about developing a process for murals to go from start to finish to get future projects in the pipeline
 - Redevelopment – Logan Propes – Hotel study; the RFP is still in the works in the Davis St area; working on a potential back up site; RFP should be out late November or early December; Elixir Brew Co will be going into the former Southern Brewing Co building; Andrea Gray do we have a current list of properties that we are targeting to redevelop?
 - Entertainment – Sandy Daniels – the Christmas Parade is full – 72 total entries (cap was 65); the Parade is December 5th, concerts are booked for 2025 contracts will be ready first week of December; working on car show as it is less than 6 months away – need to find judges; hard to find because of the size of the event and lots of our judges want to be in our show; Love Your City
- Economic Development – Brian Wilson
 - Still on schedule for the RFP for the hotel; will start posting jobs on the Facebook pages especially for season jobs; not a ton of big downtown properties available; the National Bank does have a new owner with a potential new tenant; hope to have three new restaurants in downtown next year on Broad

Sandy Daniels – new Western wear, Nerd Street games just opened, Active Soles running store just opened

Discussion continued about red brick building on the corner of Wayne and Spring streets (118 W. Spring St.) regarding the safety of the structure and what the structure could be in the future; Andrea Gray will reach out to the attorney dealing with the title issues – possible relocation of the Sherwin Williams store; properties on S. Madison across from Town Green; parking concerns with Chad's new business and how will that affect other businesses; one of the biggest concerns new businesses have with downtown is parking; downtown now has to compete with the Publix shopping center; 109 Davis just became available and has been renovated

- Programs
 - Farmers Market back up for the Winter Market; will be a Thankful Event, last week added 2k people on Saturday; last year had 20k in revenue and is about to start the CSA program (community agriculture) the City Hall lobby will be the pick-up station – will bring the healthy aspect of the market to the forefront
- Funding
 - Sponsorship – new program do not be intimidated; it is easier and streamlined and more professional to larger groups; already have 30k committed for 2025 – the goal is 100k; please help by spreading the word; lots of different opportunities
 - No grants this month facade or community – discussion about purpose and if to continue facade grants; do we need to keep doing so with downtown is going so well; need to bring in businesses that are well capitalized so a \$1500 grant is not going to have large impact – money could be better spent and have a bigger impact on those businesses; need to do what we can to drive traffic and spend money downtown; discussion about using community grant to create a public space
- New Business
 - 2025 DDA Preliminary Budget – Beth Thompson – DDA budget Fund 002 and CVB budget Fund 003 only the Main Street budget is under City Council (refer to page 13 in the agenda packet); Beth went over the budget line by line; created a 10k contingency fund that can be used for a budget amendment; balanced budget of \$57,918; the sponsorships got restructured under Main Street under the City's budget to comply rules for the Department of Community Affairs and the State of Georgia; the DDA board makes decisions on events but the money flows through the Main Street funds as a department of the City under the General Fund; the City offsets lots of the expenses for Main Street – Discussion continued over each budget line; McDaniel-Tichnor House has offered the event

space as an in-kind donation for the community banquet event; going to create a 10k mural line/downtown design item 5k from the misc event and 5k from contingency

Motion to as amended by Holder, Seconded by Collin
Approved unanimously

- Beth Thompson went over the Main Street budget figures on pages 28-32 in the agenda packet; total revenue anticipated is \$190,500 while expenditures are budgeted at \$410,459
- Announcements
 - Next meeting December 12th - 8am
- Adjourn – 10:05am

Motion by Molcom, Seconded by Collin
Approved unanimously