

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
OCTOBER 10, 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

Those Absent:	Chris Collin	Board Member
	Brittany Palazzo	Board Member

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Mark Harrison, Laura-Beth Caudell, Sandy Daniels

Visitors: Sadie K, Chad Draper

- I. Call to Order - Chairman Anderson called the meeting to order 8:04am
 - A. Roll Call - Chairman Anderson noted that all Committee Members were present, except Board Members Brittany Palazzo and Chris Collin. There was a quorum.

- B. Approval of Minutes from September 12, 2024
Motion to approve minutes as presented

Motion by Malcom, Seconded by Gray
Approved unanimously

- C. Approval of August Financial Statements
Motion to approve financial as presented

Motion by Holder, Seconded by Mathias
Approved unanimously

- II. Public Forum - none

- III. City Report
Chris Bailey - Fall Fest coming up and is the largest attended event; at least 22,000 people according to cell phone data, Mark Harrison spearheaded the rehabilitation of the Washington Street alley; city suffered minimum damage from hurricane Helene

Lee Malcom - discussion over lack of wifi and cell coverage in downtown, should have more information by the end of the year

IV. County Report - none

V. Economic Development

Brian Wilson - hotel feasibility study was returned in late September, November 1st is the goal for putting out the RFP, minor social media growth over the month, not too many publicly advertised properties, possible facade grant program to update the awning on the former Reboot building; potential new mural for downtown on the Active Soles Running building that the business owner would pay for (Matthew Chancey)

Whit Holder: Where can we get a copy of the feasibility study? Lisa Anderson will send out the study

VI. Community Work Plan & Report

A. Planter are done downtown and look great

Lee Malcom - thank you to the city for the work around 208 S. Broad

B. Redevelopment - none

C. Economic Development - Sandy Daniels

Approximately 250 vendors for Fall Fest - from neighboring states including Florida and South Carolina; advertising includes radio 106.1, billboard on I-20, DOT reader board

Farmers Market - approximately \$20,000 in revenue on the season, chili cook-off to start in the beginning of November

Town Green - On Stage putting on Robin Hood play at the end of October

Christmas Schedule - will go out at the Fall Fest and be in retail shops; may tweak the schedule next year to change from every Thursday; Lee Malcom - can use yellow water proof boxes for ads; Farmers agricultural boxes available at extension office at Criswell; visionary cities award submitted

VII. Programs

A. Farmers Market going well with Audrey

VIII. Funding

A. Sponsorship revamp hits beginning of November; same time Christmas starts - need to talk it up

B. No grants this month

IX. New Business

- A. Presentation by Chad Draper and Sadie K regarding Sewared Johnson bronze sculptures
 - 1. Sculptures are human sized and life like; made of bronze; would be an 8 sculpture exhibit for 18 months
 - 2. City crews would put the up; if on private property, owner would pay; city would pay to put on publicly owned spots
 - 3. Will create a tour map and a performance arts piece - discussion continued regarding costs, insurance, and tourism possibilities

X. Announcements

- A. Next meeting November 14th - 8am

XI. Adjourn - 8:40am

Motion by Mathias, Seconded by Holder
Approved unanimously