

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
AUGUST 14, 2025 – 9:00 A.M.

The Downtown Development Authority met for their regular meeting.

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

Those Absent: Brittany Palazzo

Staff Present: Logan Propes, Chris Bailey, Les Russell, Laura Beth Caudell, Sandy Daniels, Beth Thompson, Laura Powell

Visitors: DDA from Conyers, Georgia including Shelli Siebert, Kamden Ecker, Ashley Rustom, Jeff Owens, Brad Smith, and Keish Mominy

I. CALL TO ORDER – 9:00am

1. Roll Call

Chairwoman Anderson noted that all Committee Members were present except for Brittany Palazzo. There was a quorum.

2. Approval of Previous Meeting Minutes

a. July 10, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. June Financials

To approve the June 2025 Financials.

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

II. PUBLIC FORUM

Chairwoman Anderson asked for guests to introduce themselves.

III. CITY UPDATE

City Administrator Logan Propes shared that there are a lot of projects going on in the City. The Transportation Alternative Grant Project is finalizing the design on Church Street which will be an enhancement streetscape that will include an updated pedestrian crossing to the Town Green. He and Mr. Bailey did a walk about with a Marriott Hotel representative that is very interested. Mr. Propes stated that Marriott is more flexible than other hotel chains regarding a boutique option.

There is a lot of work to be done, including running details by the Urban Redevelopment Authority (URA), but hoping the finalization will be complete in twenty-four months.

Assistant City Administrator, Chris Bailey, mentioned that the alley work project is under way. The electric is going in, telecom will be next, the rest of the utilities following that, with construction last. He has been in contact and working with the business owners. Also, the City has been working on the Wayne Street parking lot by getting rid of the vegetation before paving. Lastly, he has reached out to a consultant to put together a tentative design for the Mule Barn space.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Chairwoman Anderson shared that she spoke with Laura Gross regarding the mural on the Tribune wall facing Court Street. Ms. Gross stated that she was having a difficult time with the design and what she should and should not include. Ms. Anderson asked the commission for ideas and discussion pursued regarding outdoors/plant options to include. Mr. Propes mentioned that the mural guide would be presented at the next DDA meeting.

Meredith Malcom stated that she had a conversation with Ben Stephens regarding parking and beautification at 204 N. Broad Street. Mr. Stephens still has concerns about gas pumps getting blocked, due to potential parking, but seemed interested and willing to hear about possible beautification options. The TAP Grant will be removing the current fence and re-paving the sidewalks along the property. Mrs. Gray mentioned the façade grant and Mr. Collin thinks the building could be a really cool art project.

Mrs. Malcom announced that Vicky Peppers, with APEX Painting & Decorating, has offered to donate paint and resources to paint the large wall along Spring Street. The City will be responsible for pressure washing prior to painting.

2. Redevelopment Projects

Mr. Propes stated that he ran into Rob and he seems willing to reapproach.

3. Entertainment Draws

Ms. Daniels shared that two hundred tickets for the Farm to Table event will go on sale September 1st. In the interim, we are promoting sponsorship, and for \$1,000.00 you will get a table and eight tickets and that is about a \$750.00 value as far as ticket sales. All of the proceeds go back to the Farmer's Market. The Fall Festival is October 11, 2025 and already have 250 applications to jury and working on the entertainment for that day. The Farmer's Market is on a brief hiatus but will be back on September 6th and run through November 22nd, just in time for us to begin our Mistletoe Market and Christmas events. We will be shifting around some of the Christmas events this year to be more inclusive of the Town Green. Lastly, one more First Friday Concert on September 5th with the Swinging Medallions.

Mr. Bailey mentioned that the concert drew around 3,500 people and routinely we have 4-6 thousand people at the concerts with around 10-12 thousand downtown. This is great for businesses and the Farmer's Market is the same way – they both attract a lot of people to come visit downtown.

Ms. Daniels also wanted to mention the Community Supported Agriculture (CSA) program where our farmers are contributing to a box, weekly, for individuals and families to purchase and pick-up. Lastly, Dino Day is September 13th and put on by the Farmer's Market (similar to Unicorn Day), and attracts a vast amount of families and there will be two special shows at 10 am and noon.

VI. PROGRAMS

VII. FUNDING

1. Sponsorship

Ms. Daniels shared that sponsorships are now at \$92,000.00. She is talking to several industrial businesses that are not downtown and are interested in being a part of downtown events. She is not taking sponsorship for concerts but will for Farm to Table, Christmas Parade, etc. and feels confident they will exceed the \$100,000.00 goal. Mrs. Caudell stated she is currently sending sponsors information in order to make a decision and Sandy said that they just launched a big second half sponsorship promotion.

2. Community Event Grants

The Monroe Police SWAT Trot and they are applying for \$250.00 Grant. The event is October 18, 2025.

*Motion by Holder, seconded Collin.
Passed Unanimously*

VIII. NEW BUSINESS

1. Mr. Propes spoke about the redevelopment project. We will hold a URA meeting next month for the Blaine Station Redevelopment Contract and should be in final order to take to Council in September and subsequently to DDA. It will be a multi-phase contract and closing on four different parcels at a time, but Phase 1 contract will be brought to you next month.

Mrs. Anderson stated that Mrs. Malcom questioned the boundaries of the race, mentioned above, and if it was in the DDA boundaries. Ms. Daniels said she would find out.

Mrs. Anderson asked if there was a Christmas Parade theme chosen and Mr. Bailey stated it was in the works.

IX. ANNOUNCEMENTS

1. Mrs. Gray mentioned on September 14, 2025 that Rivian will have a Family Fun Day. It is open to the public but they ask for an RSVP to plan. Also, the official Ground Breaking is on September 16th and that is invitation only.

X. ADJOURN- 9:39am

*Motion by Collin, seconded Mathias.
Passed Unanimously*