



## Downtown Development Authority

### AGENDA

Thursday, April 08, 2021

8:00 AM

City Hall - 215 N. Broad Street

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#### CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

[1.](#) DDA March Minutes

APPROVAL OF FINANCIAL STATEMENTS

[2.](#) DDA February Financials

#### PUBLIC FORUM

#### CITY UPDATE

#### COUNTY UPDATE

#### COMMUNITY WORK PLAN &REPORTS

**Existing Environment** - chess board, tic tac toe additions; new turtle, Highland lot improvements

**Infill Development** - Wayne Street block design; potential boutique hotel

**Entertainment Draws** - no update

#### PROGRAMS

**Events** - Car Show recap; Dockdogs is next

**Farmers Market** - opening day is May 8th

#### FUNDING

**SPONSORSHIP****FACADE GRANTS**

[3.](#) Amici Application - 132 E. Church Street

**COMMUNITY EVENT GRANTS**

[4.](#) MCDS 5K Application

**NEW BUSINESS****ANNOUNCEMENTS:**

Next meeting scheduled, May 13th, at 8:00 am at Monroe City Hall

**ADJOURN**



**Downtown Development Authority**

**MINUTES**

**Thursday, March 11, 2021**

**8:00 AM**

**City Hall - 215 N. Broad Street**

**CALL TO ORDER**

Meeting was called to order at 8:03 am.

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Vice Chair Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Wesley Sisk
- Board Member Charles Sanders
- City Council Representative Ross Bradley
- Board Member Chris Collin

**CITY STAFF**

- Sadie Krawczyk
- Leigh Ann Walker

**APPROVAL OF PREVIOUS MEETING MINUTES**

- . DDA February Minutes

Approved - Motion made by Board Member Holder, Seconded by Secretary Gray.  
 Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,  
 Board Member Sisk, Board Member Sanders, City Council Representative Bradley, Board  
 Member Collin

**APPROVAL OF FINANCIAL STATEMENTS**

. DDA January Financials

Approved - Motion made by Board Member Sanders, Seconded by City Council Representative Bradley.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Sanders, City Council Representative Bradley, Board Member Collin

. 2021 DDA Budget

Budget approved with an increase to the Development Project line item from \$10,000 to \$20,000 - Motion made by Vice Chair Malcom, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Sanders, City Council Representative Bradley, Board Member Collin

**PUBLIC FORUM**

Steven Brand, Corey Ward, Tasha Hardigree, Beth Morgan, Natalie Pifer, and Charlotte and Nolan Gray were guests from the public.

**CITY UPDATE**

Highland parking lot improvements were approved by the city last Tuesday; Wayne Street pedestrian improvements are in the engineering phase; underground power is under construction to allow for the paving of S. Madison alongside the towngreen; Citywide Clean Up day is planned for Saturday, April 24th, meet at 9:00 am at City Hall.

**COUNTY UPDATE**

None.

**COMMUNITY WORK PLAN &REPORTS**

**Existing Environment**

March 6th youth workday

**Infill Development**

Potential 2021 Projects:

- Ice Box project
- Commercial Kitchen Project
- Walton Mill Food Hall
- Boutique Hotel Loan Fund
- RFQ for Consultant on MPD/Wayne Street Block

**Entertainment Draws -**

**PROGRAMS**

**Events**

Car Show this Saturday, April 17-18 Dockdogs is next. Direct mail for event cards will take place this month.

. 2021 Event Card

**Farmers Market**

**FUNDING**

**SPONSORSHIP**

\$33,600 committed to date.

**FACADE GRANTS - None.**

**COMMUNITY EVENT GRANTS - None.**

**NEW BUSINESS**

City of Monroe Branding - [www.brandmonroe.com](http://www.brandmonroe.com)  
Downtown business visit during next owner meeting and walking through town on 3/25.

We received confirmation yesterday that the City of Monroe will be designated as a Georgia Exceptional Main Street. Public presentation will take place on April 13th at the City Council Meeting.

**ANNOUNCEMENTS:**

Next meeting scheduled, April 8th, at 8:00 am at Monroe City Hall.

GWA Downtown 5K will take place on Saturday, 3/20/21.

**ADJOURN**

Motion made by City Council Representative Bradley, Seconded by Board Member Sisk.  
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Sanders, City Council Representative Bradley, Board

Member Collin

## Profit &amp; Loss

February 2021

	<u>Feb 21</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
389003 · Principle-Revolving Loan Fund	1,737.56
361002 · Interest-Revolving Loan Fund	504.22
347903 · Farmers Market Revenue	
Farmers Market Fees	472.90
<b>Total 347903 · Farmers Market Revenue</b>	<u>472.90</u>
361000 · Interest Income	8.83
371000 · Memberships & Contributions	12,725.00
<b>Total Income</b>	<u>15,448.51</u>
<b>Expense</b>	
572030 · Downtown Development	10,000.00
523850 · Contract Labor	800.00
531203 · Old City Hall	
531203D · Pest Control	60.00
531203U · Utilities	2,017.34
<b>Total 531203 · Old City Hall</b>	<u>2,077.34</u>
<b>Total Expense</b>	<u>12,877.34</u>
<b>Net Ordinary Income</b>	2,571.17
<b>Other Income/Expense</b>	
<b>Other Income</b>	
381011 · Rent Received - 227 S. Broad St	4,300.00
<b>Total Other Income</b>	<u>4,300.00</u>
<b>Net Other Income</b>	<u>4,300.00</u>
<b>Net Income</b>	<u><u>6,871.17</u></u>

**Balance Sheet**

As of February 28, 2021

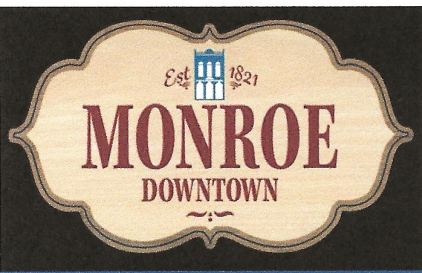
	<u>Feb 28, 21</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
111151 · SYNOVUS-Revolving Loan Fund	61,035.41
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	30,872.46
111111 · Synovus 100-097-081-2	69,993.88
111100 · General Fund Checking	88,255.96
<b>Total Checking/Savings</b>	<u>250,657.71</u>
<b>Accounts Receivable</b>	
111901 · Grant Receivable	2,241.78
<b>Total Accounts Receivable</b>	<u>2,241.78</u>
<b>Total Current Assets</b>	<u>252,899.49</u>
<b>TOTAL ASSETS</b>	<b><u>252,899.49</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
121104 · Accts. Payable - DT Dollars	5,904.53
<b>Total Other Current Liabilities</b>	<u>5,904.53</u>
<b>Total Current Liabilities</b>	<u>5,904.53</u>
<b>Total Liabilities</b>	5,904.53
<b>Equity</b>	
134220 · Fund Balance Unreserved	238,148.33
Net Income	8,846.63
<b>Total Equity</b>	<u>246,994.96</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>252,899.49</u></b>



## Profit &amp; Loss

January through February 2021

	<u>Jan - Feb 21</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
389003 · Principle-Revolving Loan Fund	3,472.23
361002 · Interest-Revolving Loan Fund	1,011.33
347903 · Farmers Market Revenue	
Farmers Market Fees	472.90
<b>Total 347903 · Farmers Market Revenue</b>	<u>472.90</u>
361000 · Interest Income	18.73
371000 · Memberships & Contributions	13,725.00
<b>Total Income</b>	<u>18,700.19</u>
<b>Expense</b>	
572030 · Downtown Development	10,000.00
523850 · Contract Labor	1,300.00
531600 · Equipment <\$5000	724.68
521200 · Professional Fees	750.00
531203 · Old City Hall	
531203D · Pest Control	60.00
531203U · Utilities	3,268.88
<b>Total 531203 · Old City Hall</b>	<u>3,328.88</u>
<b>Total Expense</b>	<u>16,103.56</u>
<b>Net Ordinary Income</b>	2,596.63
<b>Other Income/Expense</b>	
<b>Other Income</b>	
381011 · Rent Received - 227 S. Broad St	6,250.00
<b>Total Other Income</b>	<u>6,250.00</u>
<b>Net Other Income</b>	<u>6,250.00</u>
<b>Net Income</b>	<u><u>8,846.63</u></u>



# DOWNTOWN FACADE GRANT PROGRAM

## PURPOSE & DESCRIPTION

The purpose of this program is to stimulate downtown revitalization and development, and tourism in Monroe. Program funds are an incentive for current owners and Potential buyers of vacant and occupied buildings to restore, renovate, and repair the exteriors of their buildings.

The Monroe Downtown Development Authority (DDA) Façade Match will provide a 50/50 investment match ratio up to a maximum of \$1,500 per property, as a reimbursement once pre-approved project(s) are completed and inspected. All projects must be completed within six months of the date of the DDA approval letter.

### ELIGIBILITY

The program will be open to all private businesses within the DDA boundaries. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the program each year to determine if sufficient funding is available to continue accepting grant applications.

### EXAMPLES OF PROJECTS

- Building façade improvements: paint, brick, wood awnings/canopies, lighting, doors, windows, and other repairs.
- Other restorations/renovations, which meet HPC approval and the goals of revitalization, will be considered.

### APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA Board will review each application for final approval. The full process includes:

- The completed application
- Proof of certificate of appropriateness from historic preservation commission
- Code enforcement work permits (if applicable)
- On site restoration work
- Review/audit of finished work
- Provide copies of paid receipts to DDA within 30 days of completion
- Reimbursement of 50% for project expenses up to a maximum of \$1,500

## APPLICATION FOR FACADE GRANT

NAME: Josh Geutrup

BUSINESS NAME: Amici Monroe LLC

BUSINESS ADDRESS: 132 E. Church St., Monroe, GA 30655

ADDRESS OF PROJECT: "

TELEPHONE NUMBERS: 770-266-6803

EMAIL: jgeutrup@amici-cents.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$2,756.00

GRANT MONEY APPLYING FOR: \$2,756.00

ESTIMATED START DATE: 2-1-21

ESTIMATED COMPLETION DATE: 3-31-21

I understand that the incentive match must be used for the project described in this application and that the project must be fully completed before the payment will be considered.

SIGNATURE: [Signature] DATE: 3-10-21

Monroe DDA  
P.O. Box 1249  
Monroe, GA 30655  
770-266-5331  
sadiel@monroega.gov  
www.MonroeDowntown.com

### CHECKLIST

- Application is complete
- Project Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if leasing)
- Architectural sketch of proposed (if necessary)
- Photograph of building with existing conditions
- Paint and awning samples (if applicable)
- City permits applied for (if applicable)
- HPC approval

Amici Monroe Downtown Façade Project

Amici Monroe is planning a façade revitalization project as part of our relocation to our new location in the old “Cotton Warehouse” wedding venue in Downtown Monroe. This project will involve refinishing and “touching-up” of the original mural artworks on the Church St. side, and Lumpkin St. rear façades of the building. No changes will be made to the original designs, only work that will make them look better and protect for them for the long term. Our muralist will also add a small custom “Amici” logo/mural on the Church St. side of the building, which will match the style of the current mural, while combining some stylistic aspects of our brand logo.

Further details of the project are available in the attached documentation. Example pictures are also provided.

levi dilley

Re: Mural Repair

February 1, 2021 at 11:49 AM

Josh Gentrup

LD

Josh,

I'm with you on the script. attached is a revision that I personally like much more.

I have also attached a quote.

Let me know if you have any questions.

Thanks,

-Levi Dilley

On Fri, Jan 29, 2021 at 11:23 AM Josh Gentrup <[jgentrup@amici-cafe.com](mailto:jgentrup@amici-cafe.com)> wrote:

Levi,

I like the color combos of the 1st and 3rd options the best. I'll leave it up to you on the shape/size of the inside letters, even though I might like to see some more options...(perhaps something "bubble"-like or a kind of script style font) but again, please feel free to take your own creative discretion here.

If you can please do me a favor and go ahead and include a ballpark estimate for that work as well, with the quote for the mural refinishing, I want to go ahead and submit for the DDA facade grant to get some help covering the costs of this project.

Thanks!

**Josh Gentrup, Owner**

[jgentrup@amici-cafe.com](mailto:jgentrup@amici-cafe.com)

678-232-8209 - Cell

770-266-6803 - Store



On Jan 28, 2021, at 10:50 AM, levi dilley <[1signsandwonders@gmail.com](mailto:1signsandwonders@gmail.com)> wrote:

Josh,

Attached is an idea I had for the area near the fence opening with a couple variants. Based off of a vintage Fiat logo.

Let me know your thoughts.

I have another idea for the inside that I'm still working on.

Mural pricing ranges from \$10-\$20 per sq ft. For the mural resurfacing, we're looking at \$6 per sq ft. I measured the mural at 390 sq ft.

Mural resurface total \$2,340.00.

Please let me know any questions you have.

Thanks,

-Levi Dilley

On Tue, Jan 26, 2021 at 2:33 PM Josh Gentrup <[jgentrup@amici-cafe.com](mailto:jgentrup@amici-cafe.com)> wrote:

Levi,

I spoke with the owners of the building via phone last week after we met, but I just sent them an email as a reminder. I'll find out anything i can about the murals and what the building used to be for you, as well as get any photos they might have of the murals.

Look forward to seeing your proposal and any ideas you might have for your own touch on the building!

Thanks!



**Josh Gentrup, Owner**  
[jgentrup@amici-cafe.com](mailto:jgentrup@amici-cafe.com)  
678-232-8209 - Cell  
770-266-6803 - Store

<unknown.jpg>

On Jan 26, 2021, at 2:14 PM, levi dilley <[1signsandwonders@gmail.com](mailto:1signsandwonders@gmail.com)> wrote:

Hi Josh,

It was great meeting with you last week.

Were you able to find details on the existing murla? I did some research and think it would be best to clean the brick and give it a good quality paint. No need for a clearcoat.  
I'll get measurements of the mural and have a price for you shortly.

Thanks,  
-Levi Dilley

<Screen Shot 2021-01-27 at 11.41.33 AM.png><Screen Shot 2021-01-27 at 11.41.49 AM.png><Screen Shot 2021-01-27 at 11.41.40 AM.png><Screen Shot 2021-01-27 at 11.41.26 AM.png>



Signs and Wonders  
407 S. Madison Ave  
Monroe, GA 30655

\*signsandwonders@gmail.com  
(470) 269-9306

**Amici Monroe**

**Bill to**  
Amici Monroe

**Invoice details**  
Invoice no. : 1004  
Invoice date : 02/01/2021  
Due date : 03/03/2021

	Product or service	Rate	Amount
1	<b>Services</b> Mural Resurface		\$2,340.00
2	<b>Services</b> Amici Vintage Logo		\$416.00
<b>Total</b>			<b>\$2,756.00</b>

**Ways to pay**



Due date 03/03/2021

**Note to customer**  
20% Deposit Requested

Signs and Wonders  
407 S. Madison Ave  
Monroe, GA 30655

1signsandwonders@gmail.com  
(470) 269-9306

## Amici Monroe

**Bill to**  
Amici Monroe

**Invoice details**  
Invoice no. : 1004  
Invoice date : 02/01/2021  
Due date : 03/03/2021

Product or service	Rate	Amount
1. <b>Services</b> Mural Resurface		\$2,340.00
2. <b>Services</b> Amici Vintage Logo		\$416.00

**Ways to pay** **Total** **\$2,756.00**



**Note to customer**  
20% Deposit Requested

Due date 03/03/2021



# INVOICE

Signs and Wonders  
407 S. Madison Ave  
Monroe, GA 30655

1signsandwonders@gmail.com  
(470) 269-9306

## Amici Monroe

### Bill to

Amici Monroe

### Invoice details

Invoice no. : 1006  
Invoice date : 02/04/2021  
Due date : 03/06/2021

Product or service	Rate	Amount
1. <b>Services</b> Mural Deposit		\$550.00

## Ways to pay



<b>Total</b>	<b>\$550.00</b>
Due date	03/06/2021

### Note to customer

20% deposit for rear and side mural.





Payment receipt

# You paid \$550.00

to Signs and Wonders on February 4, 2021

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Invoice no.	1006
Invoice amount	\$550.00
Total	\$550.00

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Payment method	VISA****6126
Authorization ID	PJ0075853529

Thank you

Signs and Wonders

4702699306

[zevidilley@gmail.com](mailto:zevidilley@gmail.com)

[407 S. Madison Ave, Monroe, GA 30655](#)



Payment receipt

You paid \$1,790.00

to Signs and Wonders on March 10, 2021

Invoice no. 1008

Invoice amount \$1,790.00

Total \$1,790.00

Payment method \*\*\*\*\*9468

Authorization ID AP23K3LV

Thank you

Signs and Wonders

4702699306

[zevidilley@gmail.com](mailto:zevidilley@gmail.com)

407 S. Madison Ave, Monroe, GA 30655

# Downtown Community Event Grant



## PURPOSE & DESCRIPTION

The purpose of this program is to stimulate community involvement in Downtown Monroe. Grant funds are an incentive for groups and individuals to hold events in our historic downtown for the community at large.

The Monroe Downtown Development Authority (DDA) Community Event Match will provide a 50/50 investment match ratio up to a maximum of \$250 per event, as a reimbursement once pre-approved events are completed.

### ELIGIBILITY

The program will be open to all community members. Events must take place within the DDA boundaries, must be open to the public, and the profits must benefit downtown development or another community non-profit. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the grant program each year to determine if sufficient funding is available to continue accepting grant applications.

### EXAMPLES OF EVENTS

- Outdoor concert
- Family Festival
- Movie night
- Craft fair
- Road races

### APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA board will determine grant awards based on benefit to downtown and available funds.

The full process includes:

- A completed application
- Event description
- Proper permits from Code Department for road closings/peddlers permits (if applicable)
- Review/audit of event
- Provide copies of paid receipts to DDA within 30 days of event
- Reimbursement of 50% for event expenses up to a maximum of \$250
- Donation of a portion of event proceeds to downtown development or local non-profit

### APPLICATION FOR EVENT GRANT

EVENT NAME: Monroe Country Day School 5th Annual 5K + Fun Run  
LOCATION OF EVENT: 1002 E Church St, Monroe, GA 30655  
EVENT DATE: April 24th 2021  
BENEFITTING ORGANIZATION: MCDS  
CONTACT NAME: Dr. Rita Dickenson  
TELEPHONE NUMBER: 770-267-8955  
EMAIL: director@monroe.school

Please attach a brief description of proposed event. (Note: to receive payment, event must take place as described)

ESTIMATED COST: \$15000.00

GRANT MONEY APPLYING FOR: Downtown Community Event Grant

I understand that the incentive match must be used for the event described in this application and that the event must benefit downtown development or a local non-profit before the payment will be considered.

SIGNATURE: Rita Dickenson DATE: 3-15-21

Monroe DDA  
P.O. Box 1249  
Monroe, GA 30655  
770-266-5331  
sadies@monroega.gov  
www.MonroeDowntown.com

### CHECKLIST

- Application is complete
- Event Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if needed)
- City permits applied for (if applicable)
- Documentation of gift to benefiting organization

### **Monroe Country Day School 5K and Fun Run**

Monroe Country Day School is hosting a 5K and Fun Run on Saturday, April 24, 2021. Proceeds will benefit the MCDS Scholarship Fund.

The Fun Run will begin at 8:00 am while the 5K will kick-off at 8:30am. It is anticipated that attendees will be a mixture of runners and walkers. Race management is being provided by Classic Race Services.

Dr. Rita Dickinson can be contacted at (770)267-8955 with questions about this event.

Monroe Country Day 5k Budget

Expenses			
T-shirts	250	\$11.00	\$2,750
Awards	90	\$5.00	\$450
Overall awards	8	\$10.00	\$80
Fun Run Medals	50	\$1.50	\$75
Food & water			\$195
Banners			\$200
Run & See GA Grand Prix			\$250
Classic Racing Services	200	500 +2.5	\$1,000
<b>TOTAL</b>			<b>\$5,000</b>



Post Office Box 1249- Monroe, Georgia 30655

Telephone 770-267-6933

APPLICATION FOR PERMIT  
ROAD RACE

TO: CITY OF MONROE, GEORGIA

I/We, the undersigned, Rita Dickinson / Monroe Country Day School  
(Name/Organization), herewith make application to the City of Monroe, Georgia for a permit for a road race. Said road race will be held for the purpose of:

Annual Fundraiser for MCDS and to promote  
healthy habits

There will be approximately 125 people in said road race, and same will be conducted between the hours of 7:30A and 9:30A on the 24 day of April 2021.

Specifically list each street, sidewalk, public way, or public property over or on which it is desired to have or hold such road race, or attach a map showing the intended route:

Church St, High School Ave, Washington St,  
Milledge St, Davis St, Colley St, Church St, Calhoun St,  
Washington St, Milledge, Davis, Colley, Finish @ 602 E Church.  
Need to close Church St Milledge - turn up to Hammer

APPLICANT: Rita Dickinson

ORGANIZATION: Monroe Country Day School

DATE: 3-9-21

EMAIL ADDRESS: director@monroe.school

ADDRESS: 602 E Church St.

Monroe, GA 30655

TELEPHONE: 770-267-8955

will turn in front of  
625 E Church St  
head back down,

**ROAD RACE FEE DETERMINED BY STREETS AND TRANSPORTATION DIVISION**



Route:

Start at 518 E Church Street East to Hammond Dr. U-turn at Hammond Dr and go west on E Church Street

Turn right on High School Ave and go north to Washington Street.

Turn left and go west on Washington Street to Milledge Avenue. Turn left onto Milledge Avenue.

Go south on Milledge Avenue until Davis Street. Turn left and go east on Davis Street to Colley Street. Turn left and go north on Colley Street.

At Church Street turn right and go east on Church Street to Colquitt Street. Turn onto Colquitt Street go north until Washington Street.

Turn left and go west on Washington Street to Milledge Ave. Turn left onto Milledge Ave.

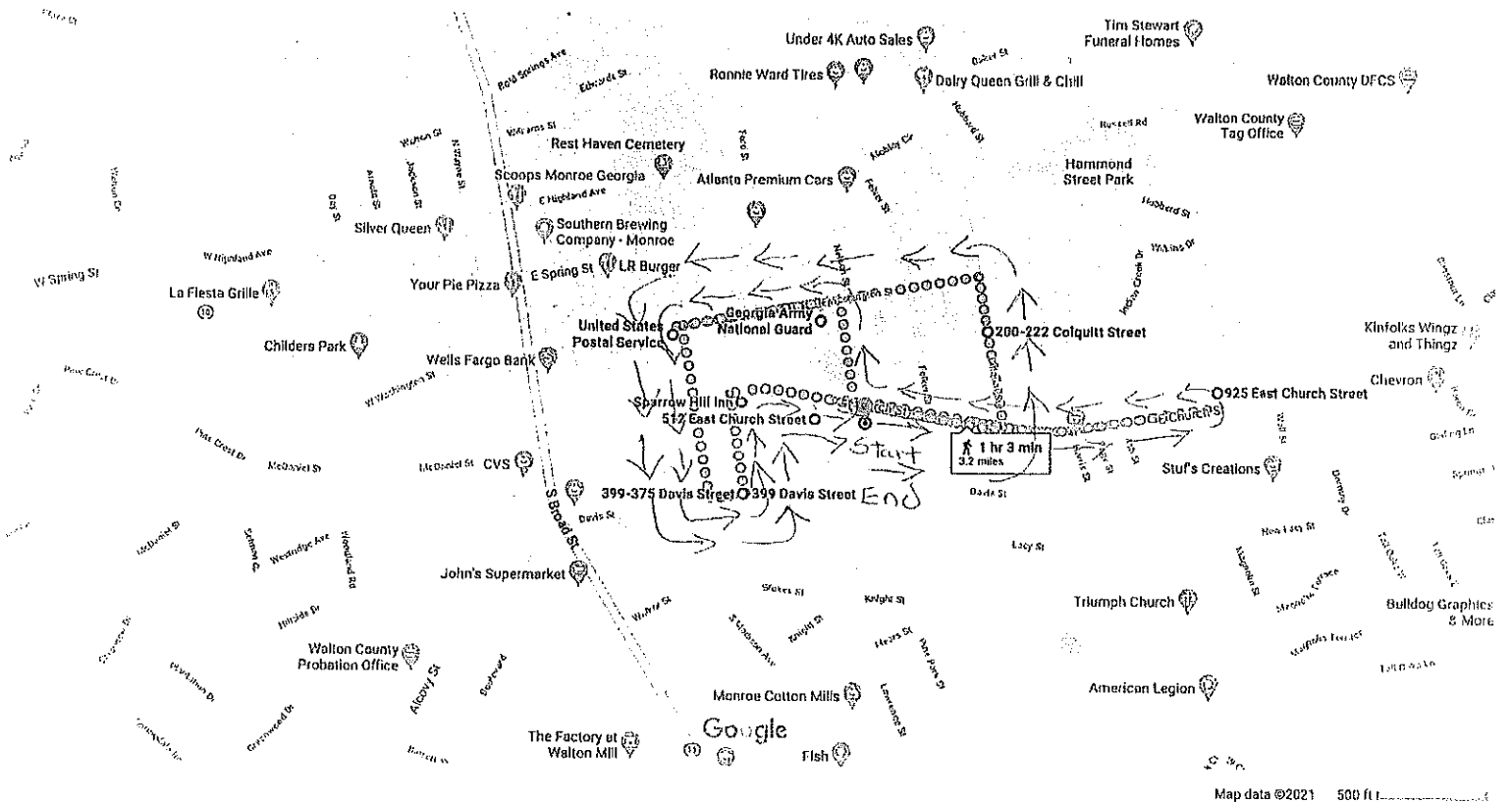
Go south on Milledge Avenue to Davis Street. Turn left and go east on Davis Street to Colley Street. Turn left and go north on Colley Street until Church Street.

At Church Street turn right and go east On Church Street to Monroe Country Day School.

Google Maps

512 East Church Street, Monroe, GA to 602 East Church Street, Monroe, GA

Walk 3.2 miles, 1 hr 3 min



via E Church St

1 hr 3 min

3.2 miles

mostly flat

