



## Downtown Development Authority

### AGENDA

Thursday, August 12, 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 July Minutes

APPROVAL OF FINANCIAL STATEMENTS

[2.](#) DDA June Financials

#### PUBLIC FORUM

#### CITY UPDATE

#### COUNTY UPDATE

#### COMMUNITY WORK PLAN &REPORTS

[3.](#) 2021-2022 Community Work Plan

Strategy #1 Downtown Design -

Strategy #2 Redevelopment -

Strategy #3 Entertainment Draws -

#### PROGRAMS

Farmers Market

#### FUNDING

**SPONSORSHIP**

**FACADE GRANTS**

**COMMUNITY EVENT GRANTS**

**NEW BUSINESS**

**ANNOUNCEMENTS:**

Next meeting is scheduled for September 9th, at 8:00 am at Monroe City Hall

**ADJOURN**



**Downtown Development Authority**

**MINUTES**

**Thursday, July 08, 2021**

**8:00 AM**

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

**CALL TO ORDER**

Meeting was called to order at 8:02 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 Aldridge
- Logan Propes

**APPROVAL OF PREVIOUS MEETING MINUTES**

- . DDA June Minutes

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

## **APPROVAL OF FINANCIAL STATEMENTS**

. DDA May Financials

Approved - Motion made by Board Member Holder, 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

## **PUBLIC FORUM**

Aday Bailey was in attendance from Leadership Walton

## **CITY UPDATE**

Zoning update has been approved by City Council, this includes the updated zoning map with the expansion of the CBD overlay and the Infill Overlay District updates; Monroe Police Department has moved to the new building; Matthews Park renovations are still in discussion.

## **COUNTY UPDATE**

Patrice Broughton has agreed to take the old facade easement agreement from a couple of years ago to Chairman Thompson for approval for a mural on the alley side of the UGA Extension office building; the county accepted the donation of land on E. Church Street for a new jail site.

## **COMMUNITY WORK PLAN & REPORTS**

**Existing Environment - Bicentennial banners installed, mural facade easement, new mural location possibility**

**Infill Development - Wayne Street block update, RFP examples, OZ application**

**Entertainment Draws - VC parking lot site update**

## **PROGRAMS**

### **Events**

no July events in downtown; August concert is next; we'll be organizing some efforts to celebrate Javianne Oliver who will be competing in the Tokyo Olympics on 7/30 and 7/31 in the womens 100M event.

### **Downtown Design**

**Farmers Market**

over 1500 customers last weekend at the market; looking towards a Sunday evening date in November for Farm to Table.

**FUNDING****SPONSORSHIP****FACADE GRANTS**

. 132 E. Church Street - Amici

Approved for \$1500.00 - 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

**COMMUNITY EVENT GRANTS - None****NEW BUSINESS****ANNOUNCEMENTS:**

DDA Annual Planning Retreat scheduled for Wednesday, July 28th, 9:00 am to 5:00 pm.

Next meeting scheduled, August 12th, at 8:00 am at Monroe City Hall.

**ADJOURN**

Motion made by City Council Representative Bradley, Seconded by Vice Chair Malcom.

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

**Monroe Downtown Development Authority**  
**Profit & Loss**  
 January through June 2021

	Jan - Jun 21
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
389003 · Principle-Revolving Loan Fund	10,451.50
361002 · Interest-Revolving Loan Fund	2,999.18
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	3,516.09
Farmers Market Fees - Other	1,127.90
<b>Total Farmers Market Fees</b>	4,643.99
sales	684.00
347903 · Farmers Market Revenue - Other	3,015.06
<b>Total 347903 · Farmers Market Revenue</b>	8,343.05
347300 · Event Fees/Revenue	3,679.00
334000 · Grants - State	500.00
336100 · City Funding	12,500.00
361000 · Interest Income	56.57
371000 · Memberships & Contributions	24,427.39
389000 · Other Misc. Revenue	650.00
<b>Total Income</b>	63,606.69
<b>Expense</b>	
572030 · Downtown Development	17,100.00
531175 · Farmers Mkt Gen Expenses	407.46
523306 · Farmers Mkt-Entertainment	105.00
523305 · Farmers Mkt-EBT Tokens	247.00
523301 · Event Expenses	3,169.29
523850 · Contract Labor	4,900.00
523500 · Dues and Subscriptions	120.00
531600 · Equipment <\$5000	3,171.35
531100 · Office Operations	348.01
521200 · Professional Fees	750.00
523300 · Advertising	0.00
531203 · Old City Hall	
531203D · Pest Control	120.00
531203U · Utilities	8,455.91
<b>Total 531203 · Old City Hall</b>	8,575.91
<b>Total Expense</b>	38,894.02
<b>Net Ordinary Income</b>	24,712.67
<b>Other Income/Expense</b>	

**Monroe Downtown Development Authority**  
**Profit & Loss**  
January through June 2021

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	<u>Jan - Jun 21</u>
Other Income	
381011 - Rent Received - 227 S. Broad St	17,850.00
<b>Total Other Income</b>	<u>17,850.00</u>
<b>Net Other Income</b>	<u>17,850.00</u>
<b>Net Income</b>	<u><u>42,562.67</u></u>

## Monroe Downtown Development Authority

07/09/21

## Profit &amp; Loss

Accrual Basis

June 2021

	<u>Jun 21</u>
Ordinary Income/Expense	
Income	
389003 · Principle-Revolving Loan Fund	1,749.18
361002 · Interest-Revolving Loan Fund	492.60
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	<u>1,055.00</u>
Total Farmers Market Fees	1,055.00
sales	684.00
347903 · Farmers Market Revenue - Other	<u>2,573.58</u>
Total 347903 · Farmers Market Revenue	4,312.58
347300 · Event Fees/Revenue	1,570.00
336100 · City Funding	6,250.00
361000 · Interest Income	8.66
371000 · Memberships & Contributions	<u>3,123.00</u>
Total Income	17,506.02
Expense	
523306 · Farmers Mkt-Entertainment	70.00
523305 · Farmers Mkt-EBT Tokens	71.00
523301 · Event Expenses	730.74
523850 · Contract Labor	2,400.00
531600 · Equipment <\$5000	1,396.29
531203 · Old City Hall	
531203U · Utilities	<u>968.61</u>
Total 531203 · Old City Hall	968.61
Total Expense	<u>5,636.64</u>
Net Ordinary Income	11,869.38
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	<u>2,450.00</u>
Total Other Income	<u>2,450.00</u>
Net Other Income	2,450.00
Net Income	<u><u>14,319.38</u></u>



## Monroe Downtown Development Authority

07/09/21

## Balance Sheet

Accrual Basis

As of June 30, 2021

	<u>Jun 30, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
111151 · SYNOVUS-Revolving Loan Fund	70,004.53
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	28,950.56
111111 · Synovus 100-097-081-2	70,017.28
111100 · General Fund Checking	113,797.51
Total Checking/Savings	<u>283,269.88</u>
Accounts Receivable	
111901 · Grant Receivable	2,241.78
Total Accounts Receivable	<u>2,241.78</u>
Total Current Assets	<u>285,511.66</u>
<b>TOTAL ASSETS</b>	<b><u>285,511.66</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
121104 · Accts. Payable - DT Dollars	4,800.66
Total Other Current Liabilities	<u>4,800.66</u>
Total Current Liabilities	<u>4,800.66</u>
Total Liabilities	4,800.66
Equity	
134220 · Fund Balance Unreserved	238,148.33
Net Income	42,562.67
Total Equity	<u>280,711.00</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>285,511.66</u></b>

**Community Work Plan Review Form**

2021-2022 Annual Work Plan

<b>Vision Statement</b>	Our vision is to become a nationally recognized downtown by creating memorable experiences, celebrating local entrepreneurship, and preserving our historic small town charm.
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<b>Mission Statement</b>	To drive economic development, support the National Historic Trust's principles of historic preservation, and collaborate with public and private organizations to engage our entire community.
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Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

Downtown Design projects, downtown parks, planters, murals, volunteer workdays, signage, and other placemaking efforts)	(design
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Transformation (implementation) Strategy #2:

Redevelopment Projects estate transactions, façade grant program, RLFs, rezoning support, RFPs for projects)	(real
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Transformation (implementation) Strategy #3:

Entertainment Draws recreational business recruitment, business owner collaboration)	(events,
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Top Priorities for Year 2022

Status:			Goal(priority) #1
Achieved	In Progress	Stalled	

In Progress	Enhance the existing downtown environment
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Goal(priority) #2

In Progress	Facilitate MPD sale & redevelopment
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Goal(priority) #3

In Progress	Create new entertainment draws through recreation options and new business recruitment
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**Comments on Goal/Priority Status**

We revise our goals mid-year (July annual retreat), so these are in progress at this time. We'll continue to tackle these in 2022.

## Strategy #1

**Committee Chair: Lisa Anderson**

**Transformation (implementation) Strategy:** Downtown Design

(design projects, downtown parks, planters, murals, volunteer workdays, signage, and other placemaking efforts)

### Goal:

Maximize downtown accessibility, aesthetics, and enjoyable pedestrian paths

### Objective

2-3 more public art installations, new banners, pocket park update

Status	Task	Responsible Party	Cost	Funding Source	Time Line
(waiting on city rebrand)	New pole banners - installed bicentennial banners for now	Leigh Ann	\$3,000	DDA funds	Feb-22
design complete	Pocket Park Update (planters, arch, mural, brick seat wall)	Sadie	\$8,000	DDA funds	Fall 2021
in progress	keep planters updated	Lisa	\$4,400	DDA funds	Seasonally updated
façade assessment ready	Community Mural (Addison's Wonderland alley wall)	Levi Dilley/Alex Malmquist	\$3,000	DDA funds	Fall 2021
scheduled	New mural (Highland parking lot wall)	Levi Dilley	\$3,000	DDA/city funds	Aug-21
in progress	Hammock Park - sign and security camera; mulch under hammocks	Ross Bradley, ???	\$500	city funds	by year end
in progress	support Downtown Green development	full board	\$5,000	DDA funds	summer 2022
in progress	New mural (W. Spring Street wall)	Lisa Grose	\$3,000	DDA funds/Reliant	Aug-21

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe - PW	Dwain Day	remove plants in pocket park
Garrison Messick Design	Camille Garrison	Pocket park planting/seat wall
Signs and Wonders	Levi Dilley	mural painter

**Synopsis of Activity: approx. \$30,000 in project costs**

**Strategy #2**

**Committee Chair: Andrea Gray**

**Transformation (implementation) Strategy:** Redevelopment Projects

(real estate transactions, façade grant program, RLFs, rezoning support, RFPs for projects)

**Goal:**

Facilitate MPD sale & redevelopment

**Objective**

We see additional retail space and more lodging as the greatest current need in the downtown commercial environment.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
in progress	Secure Wayne Street block - RFP in 2022, rezone+CBD, set price with City	Andrea, Lisa, Meredith	\$15,000	DDA funds	by year end
in progress	Facilitate Sale of MPD to developer - RFP, survey?, title work	Sadie, Board	none	n/a	Jan-22
in progress	Partner with City to receive donation of S. Madison Ave + S. Lumpkin Properties	Sadie	\$10,000	DDA funds	by year end
in progress	evaluate Façade Grant program - possibly transition into an entrepreneurial support program?	Board	\$15,000	DDA funds	Mar-22
in progress	explore Shared Commercial Kitchen concept at Bold Springs site	Ross, ??	unknown	DDA funds	Fall 2022
in progress	Keep potential redevelopment sites on the radar - 225 S. Midland, 221 S. Midland, Brown Oil site	Wesley, Lisa	none	n/a	2022
in progress	Support DD RLF & GCF RLF applications for projects that fit stated goal	Sadie, Board	none	n/a	ongoing

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment
City Council	Logan Propes	real estate project support
City Planner	Brad Callender	review and assistance with zoning
DCA/GCF	Chris Higdon/Beth Eavenson	revolving loan funds

**Synopsis of Activity:**

**Strategy #3**

**Committee Chair:** Whit Holder

**Transformation (implementation) Strategy:** Entertainment Draws

(events, recreational business recruitment, business owner collaboration)

**Goal:**

Build on entertainment draws through events and new business recruitment

**Objective**

increase diversity in downtown business mix and ownership; keep growing our recreational tourism draw

Status	Task	Responsible Party	Cost	Funding Source	Time Line
ongoing	plan and execute annual event calendar	Leigh Ann	\$80,000	City Funds + Sponsorship	ongoing
in progress	relocate 2022 concert series to City Hall parking lot	Leigh Ann, Sadie	"	"	Jan. 2022
in progress	reinstate traditional Christmas Parade	Lisa, Leigh Ann, Sadie	"	"	Sept. 2021
in progress	Childers Holiday Light Displays	Leigh Ann, City	"	"	Nov. 2021
in progress	encourage theme downtown days with businesses - Dinosaur, pirate, etc.	Leigh Ann, business owners	\$250	DDA funds	ongoing

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment
City of Monroe - PW	Chris Croy	event crews
MWCA	Hope Reese	partner events

**Synopsis of Activity:**