

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
APRIL 10, 2025 – 8:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. March 13, 2025 Minutes**
 - b. March 13, 2025 Executive Session Minutes**
 - 3. Approval of Financial Statements**
 - a. February Financials**
- II. PUBLIC FORUM**
- III. CITY UPDATE**
- IV. COUNTY UPDATE**
- V. ECONOMIC DEVELOPMENT UPDATE**
- VI. COMMUNITY WORK PLAN & REPORTS**
 - 1. Downtown Design**
 - 2. Redevelopment Projects**
 - 3. Entertainment Draws**
- VII. PROGRAMS**
 - 1. Farmers Market**
- VIII. FUNDING**
 - 1. Sponsorship**
 - 2. Community Event Grants**
- IX. NEW BUSINESS**
 - 1. Stakeholder's Reception**
- X. ANNOUNCEMENTS**
 - 1. Next Meeting – May 8, 2025 at 8:00 am at City Hall**
- XI. ADJOURN**

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
MARCH 13, 2025 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Chris Collin Whit Holder Clayton Mathias	Chairwoman Vice-Chairwoman Board Member Board Member Board Member
Those Absent:	Andrea Gray Brittany Palazzo Lee Malcom	Secretary Board Member City Council Representative
Staff Present:	Logan Propes, Chris Bailey, Beth Thompson, Sandra Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs	
Visitors:	None	

I. CALL TO ORDER – 8:07am

1. Roll Call

Chairwoman Anderson noted that all Committee Members were present, except Board Members Brittany Palazzo and Andrea Gray. City Council Representative Lee Malcom was also absent. There was a quorum.

2. Approval of Previous Meeting Minutes

a. January 9, 2025 Minutes

To approve the minutes as presented.

*Motion by Holder, seconded by Collin.
Passed Unanimously*

b. February 13, 2025 Minutes

To approve the minutes as presented.

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

3. Approval of Financial Statements

a. January Financials

To approve the January 2025 Financials.

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

4. Amending Agenda

Add as item 4. – Need to Adjourn to Executive Session and Item 1. Real Estate Issues.

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

Adjourn to Executive Session

*Motion by Anderson, seconded by Holder.
Passed Unanimously*

Return to Regular Session

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator mentioned the new signs and sculptures are up and around town. They will be featured in an article in the Tribune as well as being promoted during a social media campaign that is set to start next week.

Mr. Bailey shared that they will continue to make updates in Old City Hall. They are almost complete with all exterior and interior projects.

Alcohol sales passed, but it does not affect DDA as there are no parcels within the DDA Boundary that meet the zoning requirements for the package store.

IV. COUNTY UPDATE

There was no update from the County. Mr. Propes did share there might be an issue with the Midland Parking lot and asked DDA to keep their ears open if they hear anything.

V. ECONOMIC DEVELOPMENT UPDATE

Mr. Brian Wilson discussed that the hotel RFQ has been extended to May 15th. There are two parties currently interested and have submitted. There were 7 new business licenses and 12 jobs added but none were within the DDA boundary. We have a few businesses that will soon be opening their doors to Monroe.

VI. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Mrs. Daniels shared that we have a new boutique, Rustic Rack. They have started a business spotlight where they will be featuring a business of the month. This will take place on the 10th of every month. They will also be spotlighting sponsors on the 11th of each month.

2. Redevelopment Projects

Mr. Collin mentioned he would like the DDA to consider taking on the shopping center across from the Library as their new redevelopment project.

3. Entertainment Draws

Mrs. Daniels shared that the car show had been postponed until the 22nd of March. There will no longer be a cruiser marker, and we will have fewer vendors.

VII. PROGRAMS

1. Farmers Market

The opening day for the Spring Market will be April 5th. Audrey is managing the market very well. The market guidelines are becoming stricter. There will be a new program that starts this spring called Veg-ucation. Once a month there will be an artisan market which will highlight more of the local artist. New Roots has come on board as the music sponsor of the year, so we have entertainment at the markets each week.

VIII. FUNDING

1. Sponsorship

Mrs. Daniels shared that we added CarboTech as a new sponsor this past week. They want to be a classic sponsor for all events.

2. Community Event Grants

There were no community event grants.

IX. NEW BUSINESS

The Stakeholder reception was postponed and tentative scheduled for April 4, 2025. The Roe is interested in catering the event. DDA would like for the caterer to be someone who is a sponsor.

X. ANNOUNCEMENTS

1. Next Meeting – April 10, 2025 at 8:00 at City Hall

XI. ADJOURN- 9:07

*Motion by Mathias, seconded Collin.
Passed Unanimously*

DOWNTOWN DEVELOPMENT AUTHORITY

MARCH 13, 2025

9:00A.M.

The Downtown Development Authority met for an Executive Session.

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

Staff Present: Logan Propes, Chris Bailey, Beth Thompson, Sandra Daniels, Laura Beth Caudell, Brian Wilson, Kaitlyn Stubbs

I. Call to Order – Lisa Anderson

1. Roll Call

Chairwoman Anderson noted that all Committee Members were present, except Board Member Brittany Palazzo and Andrea Gray. City Council Representative Lee Malcom was also absent. There was a quorum.

II. Personnel Issue (s)

1. Real Estate (s)

Real Estate issues were discussed.

III. Adjourn to Regular Session-

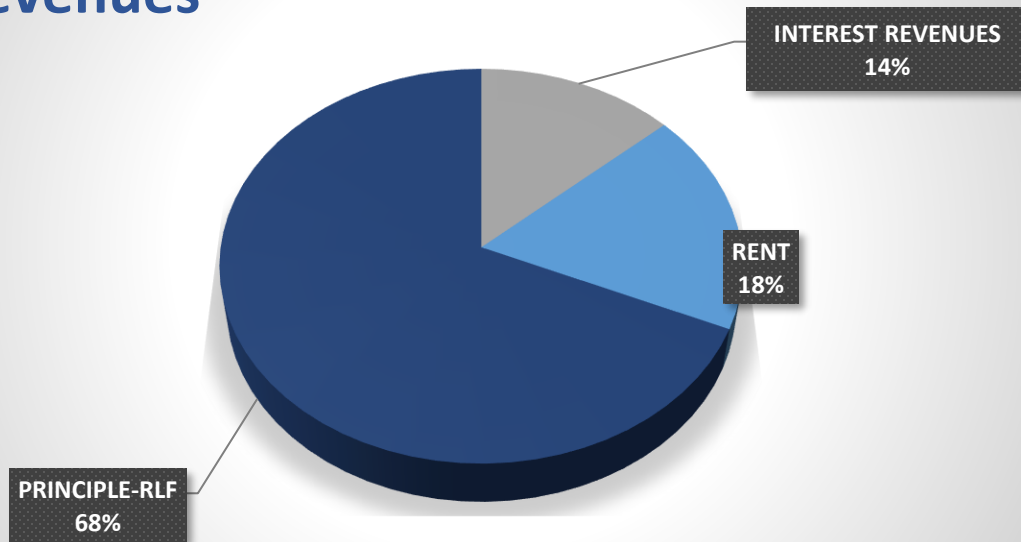
*Motion by Holder, seconded by Collin.
Passed Unanimously.*

DOWNTOWN DEVELOPMENT AUTHORITY

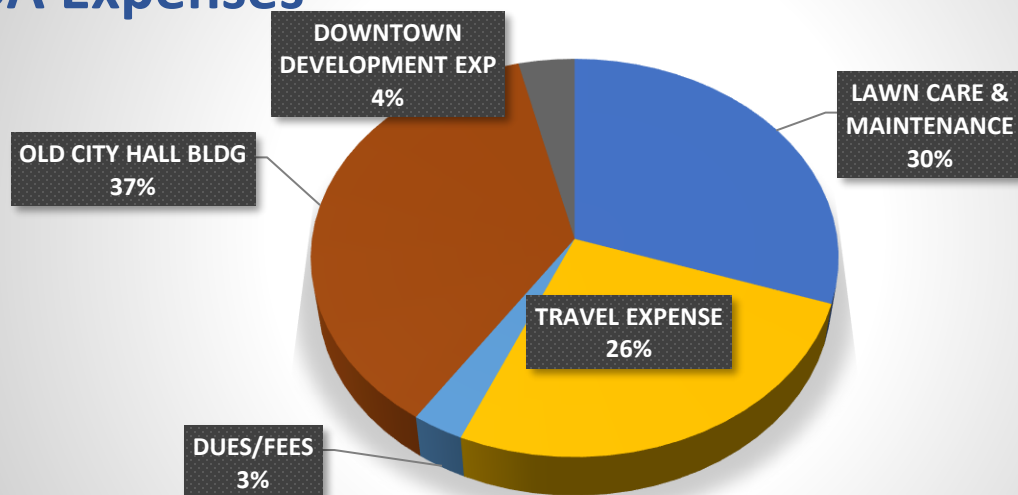
February 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	2,749	5,499
Expense	1,657	6,627
Profit/(Loss)	1,092	(1,128)

DDA Revenues



DDA Expenses





Monroe, GA

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DDA Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-336100	CITY FUNDING OF DDA	25,000.00	25,000.00	0.00	0.00	25,000.00
002-7550-361000	INTEREST REVENUES	100.00	100.00	7.16	15.19	84.81
002-7550-361002	INTEREST-REVOLVING LOAN FUND	4,100.00	4,100.00	359.62	722.38	3,377.62
002-7550-381011	RENTAL - 227 S BROAD	6,000.00	6,000.00	500.00	1,000.00	5,000.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	22,718.00	22,718.00	1,882.16	3,761.18	18,956.82
	Revenue Total:	57,918.00	57,918.00	2,748.94	5,498.75	
Expense						
002-7550-521200	PROFESSIONAL SERVICES	4,000.00	4,000.00	0.00	0.00	4,000.00
002-7550-522140	LAWN CARE & MAINTENANCE	4,000.00	4,000.00	0.00	2,000.00	2,000.00
002-7550-523301	MISC EVENTS	9,000.00	9,000.00	0.00	0.00	9,000.00
002-7550-523510	TRAVEL EXPENSE	5,000.00	5,000.00	0.00	1,742.29	3,257.71
002-7550-523600	DUES/FEES	660.00	660.00	48.07	193.14	466.86
002-7550-523901	DOWNTOWN MURALS	10,000.00	10,000.00	0.00	0.00	10,000.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	0.00	1,500.00
002-7550-531203	OLD CITY HALL BLDG	15,000.00	15,000.00	1,358.89	2,441.68	12,558.32
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	3,758.00	3,758.00	250.00	250.00	3,508.00
002-7550-579001	CONTINGENCIES	5,000.00	5,000.00	0.00	0.00	5,000.00
	Expense Total:	57,918.00	57,918.00	1,656.96	6,627.11	
	Total Surplus (Deficit):	0.00	0.00	1,091.98	-1,128.36	



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Trial Balance

Account Summary

Date Range: 02/01/2025 - 02/28/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	365,467.15	3,751.12	1,656.96	2,094.16	367,561.31
002-111108	DOWNTOWN DOLLARS SYNOVUS	23,398.53	141.73	1,210.00	-1,068.27	22,330.26
002-111111	DDA LOAN CHECKING-AF	40,436.24	3.10	0.00	3.10	40,439.34
002-111145	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	168,707.70	2.33	0.00	2.33	168,710.03
002-111901	ACCOUNTS RECEIVABLE - MISC	-3,434.62	2,241.78	0.00	2,241.78	-1,192.84
002-121104	ACCTS PAYABLE-DOWNTOWN DOLLARS	-12,492.07	1,210.00	140.00	1,070.00	-11,422.07
Liability						
002-121100	ACCOUNTS PAYABLE	-3,967.69	0.00	3,251.12	-3,251.12	-7,218.81
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-580,835.58	0.00	0.00	0.00	-580,835.58
Revenue						
002-7550-361000	INTEREST REVENUES	-8.03	0.00	7.16	-7.16	-15.19
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-362.76	0.00	359.62	-359.62	-722.38
002-7550-381011	RENTAL - 227 S BROAD	-500.00	0.00	500.00	-500.00	-1,000.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-1,879.02	0.00	1,882.16	-1,882.16	-3,761.18
Expense						
002-7550-522140	LAWN CARE & MAINTENANCE	2,000.00	0.00	0.00	0.00	2,000.00
002-7550-523510	TRAVEL EXPENSE	1,742.29	0.00	0.00	0.00	1,742.29
002-7550-523600	DUES/FEES	145.07	48.07	0.00	48.07	193.14
002-7550-531203	OLD CITY HALL BLDG	1,082.79	1,358.89	0.00	1,358.89	2,441.68
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	0.00	250.00	0.00	250.00	250.00
Fund 002 Total:		0.00	9,007.02	9,007.02	0.00	0.00
Report Total:		0.00	9,007.02	9,007.02	0.00	0.00



Monroe, GA

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Detail Report

Account Detail

Date Range: 02/01/2025 - 02/28/2025

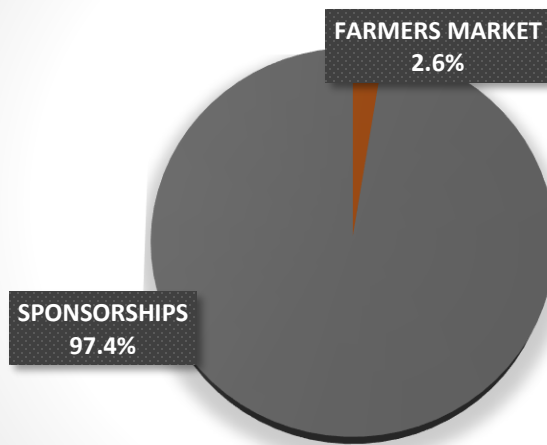
Account		Name				Beginning Balance	Total Activity	Ending Balance		
Revenue										
002-7550-361000		INTEREST REVENUES				-8.03	-7.16	-15.19		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/28/2025	BRPKT02039	Revolving Loan Fundl...		INTEREST			-2.33	-10.36		
02/28/2025	BRPKT02046	DDA LOAN ACCTINTER...		INTEREST			-3.10	-13.46		
02/28/2025	BRPKT02057	DDA DOWNTOWN DO...		FEBRUARY INTEREST			-1.73	-15.19		
002-7550-361002		INTEREST-REVOLVING LOAN FUND				-362.76	-359.62	-722.38		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/17/2025	ARPKT02755	Invoice Packet ARPKT...		02/17/2025 AR CT RLF			-359.62	-722.38		
002-7550-381011		RENTAL - 227 S BROAD				-500.00	-500.00	-1,000.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/05/2025	CLPKT10226	R00742258		MONROE CULTURAL & HERITAGE MUSUEM- FEB RENT DDA RENT RECEIVED MONROE CULTURAL & HERITAGE MUSUEM- FEB RENT 1763			-500.00	-1,000.00		
002-7550-389003		PRINCIPLE-REVOLVING LOAN FUND				-1,879.02	-1,882.16	-3,761.18		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/17/2025	ARPKT02755	Invoice Packet ARPKT...		02/17/2025 AR CT RLF			-1,882.16	-3,761.18		
Total Revenue:					Beginning Balance:	-2,749.81	Total Activity:	-2,748.94	Ending Balance:	-5,498.75
Expense										
002-7550-523600		DUES/FEES				145.07	48.07	193.14		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/28/2025	BRPKT02056	DDA SYNOVUSMAINT...		MAINTENANCE CHARGE			48.07	193.14		
002-7550-531203		OLD CITY HALL BLDG				1,082.79	1,358.89	2,441.68		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/20/2025	GLPKT68535	JN12825		UTILITIES OLD CITY HALL			1,358.89	2,441.68		
002-7550-572030		DOWNTOWN DEVELOPMENT EXP				0.00	250.00	250.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance		
02/21/2025	GLPKT68610	JN12843		MCDS			250.00	250.00		
Total Expense:					Beginning Balance:	1,227.86	Total Activity:	1,656.96	Ending Balance:	2,884.82
Grand Totals:					Beginning Balance:	-1,521.95	Total Activity:	-1,091.98	Ending Balance:	-2,613.93

MainStreet

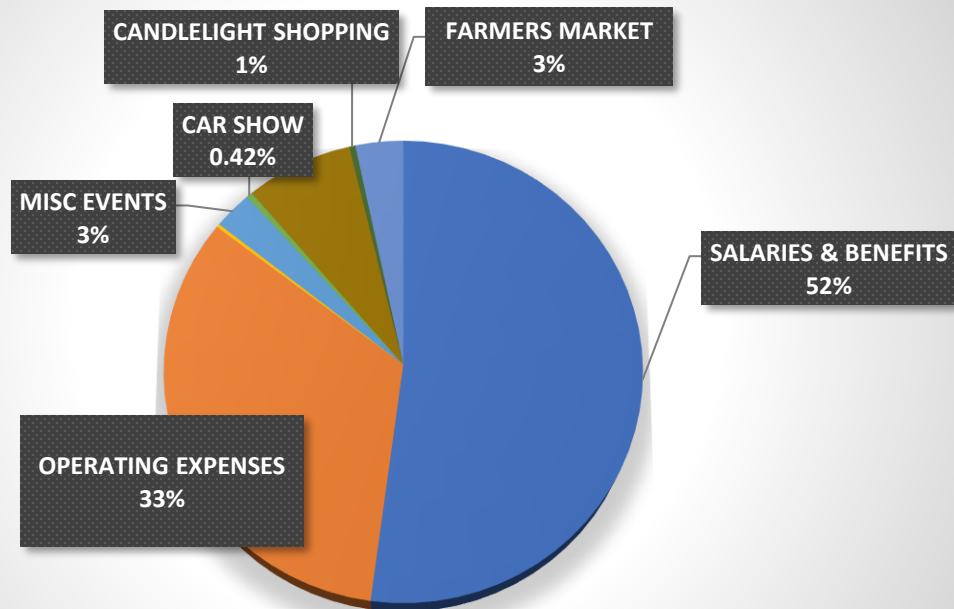
February 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	9,115	23,465
Expense	14,392	37,143
Profit/(Loss)	(5,277)	(13,678)

MainStreet Revenues



MainStreet Expenses





Monroe, GA

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Budget Report

Account Summary

For Fiscal: 2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Revenue							
DEPT: 7521 - MAINSTREET							
100-7521-347301	CAR SHOW	15,000.00	15,000.00	0.00	0.00	-15,000.00	100.00 %
100-7521-347302	CONCERTS	10,000.00	10,000.00	0.00	0.00	-10,000.00	100.00 %
100-7521-347304	FALL FESTIVAL	25,000.00	25,000.00	0.00	0.00	-25,000.00	100.00 %
100-7521-347305	CHRISTMAS PARADE	7,500.00	7,500.00	0.00	0.00	-7,500.00	100.00 %
100-7521-347306	FARM TO TABLE	5,000.00	5,000.00	0.00	0.00	-5,000.00	100.00 %
100-7521-347307	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00	100.00 %
100-7521-347308	SUMMER FESTIVAL	22,000.00	22,000.00	0.00	0.00	-22,000.00	100.00 %
100-7521-347903	FARMERS MARKET	14,000.00	14,000.00	0.00	600.00	-13,400.00	95.71 %
100-7521-371000	SPONSORSHIPS	90,000.00	90,000.00	9,115.00	22,865.00	-67,135.00	74.59 %
DEPT: 7521 - MAINSTREET Total:		190,500.00	190,500.00	9,115.00	23,465.00	-167,035.00	87.68%
Revenue Total:		190,500.00	190,500.00	9,115.00	23,465.00	-167,035.00	87.68%
Expense							
DEPT: 7521 - MAINSTREET							
100-7521-511100	REGULAR SALARIES	71,650.00	71,650.00	6,813.80	17,257.37	54,392.63	75.91 %
100-7521-511200	PART TIME/TEMPORARY SALARIES	13,000.00	13,000.00	0.00	0.00	13,000.00	100.00 %
100-7521-512100	GROUP INS	13,000.00	13,000.00	1,697.86	2,792.68	10,207.32	78.52 %
100-7521-512200	SOCIAL SECURITY	5,372.00	5,372.00	415.29	1,046.49	4,325.51	80.52 %
100-7521-512300	MEDICARE	1,257.00	1,257.00	97.12	244.74	1,012.26	80.53 %
100-7521-512400	GMEBS-RETIREMENT CONTRIBUTI...	7,245.00	7,245.00	697.11	1,414.50	5,830.50	80.48 %
100-7521-512910	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00	100.00 %
100-7521-512915	EMPLOYEE ASSISTANCE PROGRAM	50.00	50.00	0.00	6.82	43.18	86.36 %
100-7521-512916	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	8.33	8.33	101.67	92.43 %
100-7521-521200	PROFESSIONAL SERVICES	2,500.00	2,500.00	0.00	1,607.66	892.34	35.69 %
100-7521-521201	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	0.00	250.00	100.00 %
100-7521-522140	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
100-7521-522145	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	104.94	19,895.06	99.48 %
100-7521-522208	MAINTENANCE CONTRACTS	1,750.00	1,750.00	113.78	285.27	1,464.73	83.70 %
100-7521-522322	EQUIPMENT RENTAL	0.00	0.00	13.87	13.87	-13.87	0.00 %
100-7521-523200	COMMUNICATION SERVICES	500.00	500.00	88.45	88.45	411.55	82.31 %
100-7521-523210	POSTAGE	250.00	250.00	0.00	0.00	250.00	100.00 %
100-7521-523300	ADVERTISING	15,000.00	15,000.00	567.70	567.70	14,432.30	96.22 %
100-7521-523301	MISC EVENTS	31,000.00	31,000.00	0.00	1,179.92	29,820.08	96.19 %
100-7521-523303	FARMERS MKT-GIFT CERTS	150.00	150.00	0.00	0.00	150.00	100.00 %
100-7521-523304	FARMERS MKT-SR BUCKS	600.00	600.00	0.00	0.00	600.00	100.00 %
100-7521-523305	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	0.00	500.00	100.00 %
100-7521-523306	FARMERS MKT-ENTERTAINMENT	750.00	750.00	0.00	0.00	750.00	100.00 %
100-7521-523310	MARKETING EXPENSES	4,000.00	4,000.00	0.00	0.00	4,000.00	100.00 %
100-7521-523400	PRINTING	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
100-7521-523510	TRAVEL EXPENSE	6,500.00	6,500.00	481.20	481.20	6,018.80	92.60 %
100-7521-523600	DUES/FEES	1,000.00	1,000.00	0.00	665.00	335.00	33.50 %
100-7521-523700	TRAINING & EDUCATION	2,500.00	2,500.00	0.00	500.00	2,000.00	80.00 %
100-7521-523850	CONTRACT LABOR	50,000.00	50,000.00	5,200.00	5,200.00	44,800.00	89.60 %
100-7521-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	1,936.91	-436.91	-29.13 %
100-7521-531102	FURNITURE <5,000	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
100-7521-531110	SPONSORSHIPS/DONATIONS	500.00	500.00	2,000.00	3,000.00	-2,500.00	-500.00 %
100-7521-531119	UNIFORM EXPENSE	300.00	300.00	0.00	0.00	300.00	100.00 %
100-7521-531121	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
100-7521-531175	FARMERS MARKET EXP	5,000.00	5,000.00	0.00	1,451.29	3,548.71	70.97 %
100-7521-531177	CAR SHOW EXP	25,000.00	25,000.00	50.00	185.00	24,815.00	99.26 %
100-7521-531178	CONCERT EXP	60,000.00	60,000.00	0.00	0.00	60,000.00	100.00 %

Budget Report

For Fiscal: 2025 Period Ending: 02/12/25

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
100-7521-531179	SUMMER FESTIVAL EXP	6,000.00	6,000.00	0.00	0.00	6,000.00	100.00 %
100-7521-531180	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
100-7521-531181	CHRISTMAS PARADE EXP	19,000.00	19,000.00	-3,950.00	-3,275.35	22,275.35	117.24 %
100-7521-531182	FARM TO TABLE EXP	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
100-7521-531183	CANDLELIGHT SHOPPING EXP	7,200.00	7,200.00	0.00	185.40	7,014.60	97.43 %
100-7521-531300	FOOD	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
DEPT: 7521 - MAINSTREET Total:		410,459.00	410,459.00	14,294.51	36,948.19	373,510.81	91.00%
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
100-7550-523101	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	97.50	195.00	1,213.00	86.15 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	0.00	0.00	25,000.00	100.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:		26,408.00	26,408.00	97.50	195.00	26,213.00	99.26%
Expense Total:		436,867.00	436,867.00	14,392.01	37,143.19	399,723.81	91.50%
Report Surplus (Deficit):		-246,367.00	-246,367.00	-5,277.01	-13,678.19	232,688.81	94.45%