



## **Downtown Development Authority**

### **AGENDA**

**Thursday, March 11, 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 February Minutes

**APPROVAL OF FINANCIAL STATEMENTS**

**2.** DDA January Financials

**3.** 2021 DDA Budget

#### **PUBLIC FORUM**

#### **CITY UPDATE**

#### **COUNTY UPDATE**

#### **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**

- [4.](#) 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.

#### **ANNOUNCEMENTS:**

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

#### **ADJOURN**



**Downtown Development Authority**

**MINUTES**

**Thursday, February 11, 2021**

**8:00 AM**

**City Hall - 215 N. Broad Street - Join Zoom Meeting**

**<https://us02web.zoom.us/j/83217262394>**

**CALL TO ORDER**

Meeting was called to order at 8:05 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**

- Logan Propes
- Sadie Krawczyk
- Leigh Ann Walker
- Les Russell

Mayor John Howard

**APPROVAL OF PREVIOUS MEETING MINUTES**

- . DDA January Minutes

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

City Council Representative Bradley was not present for this vote.

**APPROVAL OF FINANCIAL STATEMENTS**

. DDA December Financials

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

City Council Representative Bradley was not present for this vote.

**PUBLIC FORUM**

None.

**CITY UPDATE**

Planning retreat with City Council took place last month, lots of work ahead for us as we make edits to zoning ordinances and clarify zoning/permitting processes for the public over the next year; the city has been asked to submit a full application for the downtown green \$500,000 grant.

**COUNTY UPDATE**

None.

**COMMUNITY WORK PLAN &REPORTS**

**Existing Environment** - alleyway update (W. Spring & Wayne)

cost estimates are coming back for the needed work on the Highland parking lot; these will require the city to update the lease agreement with Murray Properties on the parcel.

**Infill Development** -

Bold Springs school renovation is close to completion of the first phase, Grace is targeting a grand opening to the public on 4/18/21. 2 new businesses will be part of this first phase - a coffeeshop and a preschool.

**Entertainment Draws** -

2021 Event calendar coming together; Major Humphrey's Brewing Co. has submitted GCF RLF application and are ready to begin construction in spring of this year.

**PROGRAMS**

**Events - 2021 Calendar**

Car Show set for 3/13/21; no Book Festival the year; no Food Truck Friday events or Movies at the Mill events; all other events are being planned as usual; Concert line-up has been set for 4 summer series concerts. For Farm to Table the planning committee is planning to find a fall date for the event.

### **Downtown Design**

No update.

### **Farmers Market - registration open for 2021 season**

Online vendor registration is open for the 2021 season, which will run from May 8 through Oct. 30.

### **FUNDING**

#### **SPONSORSHIP**

2021 invoices were sent this week. The board recommended we pursue a larger series sponsorship for the concerts. Staff will redesign sponsorship packet to reflect this change.

**FACADE GRANTS - None.**

**COMMUNITY EVENT GRANTS - None.**

### **NEW BUSINESS**

#### **Adjourn to Executive Session**

Motion made by Vice Chair Malcom, 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

Real Estate matters were discussed.

#### **Adjourn Executive Session**

Motion made by Board Member Holder, 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

#### **Actions Items**

- The board approved a contract to purchase 112, 114, & 118 S. Wayne Street for \$150,000.00 with a closing date of 4/30/2021. Motion made by Secretary Gray, 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

- The board approved a contract to purchase 109 S. Jackson Street for \$92,500.00 with a closing date of 3/1/21. Motion made by Board Member Sanders, 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

- The board authorized the Chairman to pursue and finalize financing for these real estate transactions based on the best terms available. Motion made by Secretary Gray, Seconded by Board Member Sanders. 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

- The board authorized the Chairman to order updated surveys for 112, 114, & 118 S. Wayne Street and 109 S. Jackson. Motion made by Secretary Gray, Seconded by Board Member Holder. 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

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**ANNOUNCEMENTS:**

March 1st - Annual Downtown Reception, 6:00 pm at the Factory at Walton Mill  
March 10th - GEMS Virtual Presentation

Next meeting scheduled, March 11th, at 8:00 am at Monroe City Hall

**ADJOURN**

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

**Balance Sheet**

As of January 31, 2021

	<u>Jan 31, 21</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
111151 · SYNOVUS-Revolving Loan Fund	58,793.21
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	31,944.19
111111 · Synovus 100-097-081-2	69,988.52
111100 · General Fund Checking	83,644.75
<b>Total Checking/Savings</b>	<u>244,870.67</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>247,112.45</u>
<b>TOTAL ASSETS</b>	<b><u>247,112.45</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
121104 · Accts. Payable - DT Dollars	6,988.66
<b>Total Other Current Liabilities</b>	<u>6,988.66</u>
<b>Total Current Liabilities</b>	<u>6,988.66</u>
<b>Total Liabilities</b>	6,988.66
<b>Equity</b>	
134220 · Fund Balance Unreserved	238,148.33
Net Income	1,975.46
<b>Total Equity</b>	<u>240,123.79</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>247,112.45</u></b>

## Profit &amp; Loss

January 2021

	<u>Jan 21</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
389003 · Principle-Revolving Loan Fund	1,734.67
361002 · Interest-Revolving Loan Fund	507.11
361000 · Interest Income	9.90
371000 · Memberships & Contributions	1,000.00
<b>Total Income</b>	<u>3,251.68</u>
<b>Expense</b>	
523850 · Contract Labor	500.00
531600 · Equipment <\$5000	724.68
521200 · Professional Fees	750.00
531203 · Old City Hall	
531203U · Utilities	1,251.54
<b>Total 531203 · Old City Hall</b>	<u>1,251.54</u>
<b>Total Expense</b>	<u>3,226.22</u>
<b>Net Ordinary Income</b>	25.46
<b>Other Income/Expense</b>	
<b>Other Income</b>	
381011 · Rent Received - 227 S. Broad St	1,950.00
<b>Total Other Income</b>	<u>1,950.00</u>
<b>Net Other Income</b>	<u>1,950.00</u>
<b>Net Income</b>	<u><u>1,975.46</u></u>



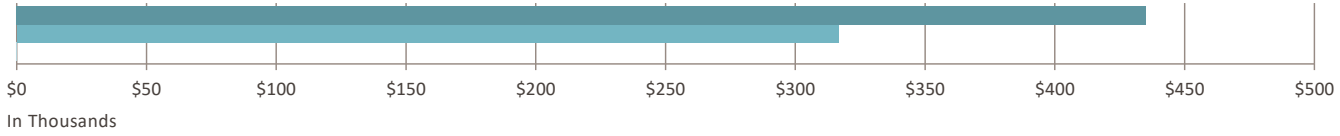
# DDA Budget

FISCAL YEAR 2021

2/1/2021

## REVENUE

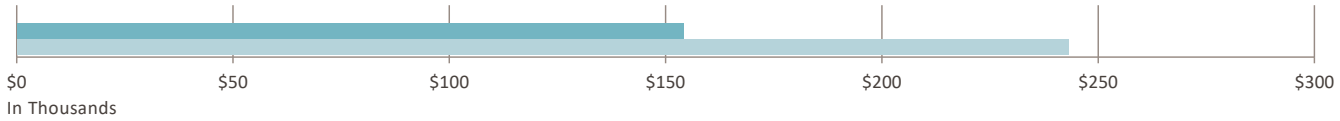
■ FY 2021 ACTUAL ■ FY 2021 PROPOSED ■ FY 2020 PRIOR YEAR



REVENUE	FY 2020 PRIOR YEAR	FY 2021 PROPOSED	FY 2021 ACTUAL	FY 2021 VARIANCE	FY 2021 +/- PRIOR YEAR
Revolving Loan Fund	22417.80	22500.00	0.00	(22500.00)	(22417.80)
DDA Stabilization Funds	100000.00	0.00	0.00	0.00	(100000.00)
Farmers Market	18798.88	18000.00	0.00	(18000.00)	(18798.88)
Farm to Table Dinner	8256.87	12500.00	0.00	(12500.00)	(8256.87)
Events	19868.57	10000.00	0.00	(10000.00)	(19868.57)
Grants	11500.00	0.00	0.00	0.00	(11500.00)
City Funding	31250.00	25000.00	0.00	(25000.00)	(31250.00)
Interest income	120.41	120.00	0.00	(120.00)	(120.41)
Contributions	60415.93	60000.00	0.00	(60000.00)	(60415.93)
Miscellaneous	811.20	500.00	0.00	(500.00)	(811.20)
Historic City Hall	31000.00	33000.00	0.00	(33000.00)	(31000.00)
Development Project	0.00	0.00	0.00	0.00	0.00
Undesignated Prior Year Funds	130763.03	135073.49	0.00	(135073.49)	(130763.03)
<b>TOTALS</b>	<b>\$435,202.69</b>	<b>\$316,693.49</b>	<b>\$0.00</b>	<b>(\$316,693.49)</b>	<b>(\$130,763.03)</b>

# EXPENSES

■ FY 2021 ACTUAL ■ FY 2021 PROPOSED ■ FY 2020 PRIOR YEAR



EXPENSES	FY 2020 PRIOR YEAR	FY 2021 PROPOSED	FY 2021 ACTUAL	FY 2021 VARIANCE	FY 2021 +/- PRIOR YEAR	
Historic City Hall	20,260.94	22,000.00	0.00	(22,000.00)	(20,260.94)	
Events	6,118.02	7,000.00	0.00	(7,000.00)	(6,118.02)	
Community Event Grant	250.00	1,500.00	0.00	(1,500.00)	(250.00)	
Contributions to City	35,000.00	35,000.00	0.00	(35,000.00)	(35,000.00)	
Childers Park	0.00	0.00	0.00	0.00	0.00	
Farm to Table Dinner	1,235.00	5,000.00	0.00	(5,000.00)	(1,235.00)	
Farmers Market	23,010.44	25,000.00	0.00	(25,000.00)	(23,010.44)	
Sponsor Dinner + thank yous	1,138.00	2,500.00	0.00	(2,500.00)	(1,138.00)	
Façade Grants	4,500.00	15,000.00	0.00	(15,000.00)	(4,500.00)	
Downtown Planters	2,200.00	2,500.00	0.00	(2,500.00)	(2,200.00)	
Office Operations/Bank Fees	2,399.52	2,400.00	0.00	(2,400.00)	(2,399.52)	
Memberships & Subscriptions	600.00	100.00	0.00	(100.00)	(600.00)	
Professional Fees	0.00	0.00	0.00	0.00	0.00	
Mural	123.08	3,500.00	0.00	(3,500.00)	(123.08)	
Miscellaneous Projects	21,877.64	18,800.00	-----	1,200.00	(1,877.64)	\$ 20,000.00
	0.00	0.00	0.00	0.00	0.00	1,028.94
	0.00	0.00	0.00	0.00	0.00	7,331.07
	0.00	0.00	0.00	0.00	0.00	349.47
	0.00	0.00	0.00	0.00	0.00	2,066.64
Highland Lot	0.00	1,200.00	0.00	(1,200.00)	0.00	4,912.12
	0.00	0.00	0.00	0.00	0.00	6,189.40
Training & Education	692.90	100.00	0.00	(100.00)	(692.90)	
Development Project	0.00	10,000.00	0.00	(10,000.00)	0.00	
Holiday Lights	2,649.15	2,500.00	0.00	(2,500.00)	(2,649.15)	
Direct Mailer	0.00	0.00	0.00	0.00	0.00	
DDA Stabilization Grants	116,190.00	0.00	0.00	0.00	(116,190.00)	\$ 121,140.00
Event T-shirt Promo	450.00	0.00	0.00	0.00	(450.00)	
Educational Grants	4,500.00	0.00	0.00	0.00	(4,500.00)	
<b>TOTALS</b>	<b>\$243,194.69</b>	<b>\$154,100.00</b>	<b>\$0.00</b>	<b>(\$134,100.00)</b>	<b>(\$223,194.69)</b>	
Net Income	\$192,008.00	\$162,593.49	\$0.00			

**2020 Year-End Balances:**

\$33,596.45	Synovus 003-6 (DT\$)
\$69,982.57	Synovus 081-2
\$78,210.24	Wells Fargo
\$56,550.99	Synovus RLF
\$500.00	RDF Checking Account
\$13,119.32	Designated for Farmers Market
\$65,090.92	Undesignated Wells Fargo Funds
\$135,073.49	Total Undesignated

**2020 Year to Date Balances:**

\$	(130,763.03)	Income
\$	-	Expense
\$	(130,763.03)	12/31/20 P&L

\$238,840.25

\$238,840.25 Total Funds



# 2021

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## --- SCHEDULE OF EVENTS ---



**3/13** CAR SHOW | 9AM TO 4PM

**4/17** DOCKDOGS | 9AM TO 4:30PM

**4/18** DOCKDOGS | 9AM TO 4PM



**5/7** FIRST FRIDAY CONCERT | 7PM  
*Infinity Show Band on Downtown Green*

**5/8** FARMERS MARKET | 8:30AM TO 12PM  
*Every Saturday through October 30th*

**5/15** MWCA GARDEN TOUR | 10AM TO 4PM



**6/4** FIRST FRIDAY CONCERT | 7PM  
*Monster of Yacht on Downtown Green*

**6/19** FLOWER FESTIVAL | 8:30AM TO 4PM

**8/6** FIRST FRIDAY CONCERT | 7PM  
*Get Sideways on Downtown Green*

**9/3** FIRST FRIDAY CONCERT | 7PM  
*The Tams on Downtown Green*



**10/9** FALL FEST | 9AM TO 3PM

**10/23** BATTLE OF THE BURGERS | 11AM

**11/4** LIGHT UP THE NIGHT | 5 TO 8PM



**11/11** CANDLELIGHT SHOPPING | 5 TO 8PM  
*Every Thursday until Christmas*

**11/18** MAGICAL LIGHT PARADE | 6PM  
*Childers Park - Lights on display until year-end*

**12/2** CHRISTMAS PARADE | 6:30PM

**12/11** HOLIDAY TOUR OF HOMES | 11AM



FOR EVENT DETAILS VISIT: [MonroeDowntown.com](http://MonroeDowntown.com)