



Downtown Development Authority

AGENDA

Thursday, January 13, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

[1.](#) DDA December Minutes

APPROVAL OF FINANCIAL STATEMENTS

[2.](#) DDA November Financials

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Redevelopment Projects

Entertainment Draws -

[3.3.](#) 2022 Event Calendar

PROGRAMS

Farmers Market

FUNDING

SPONSORSHIP

Annual receptions and awards banquet planned for Monday, Feb. 7th.

FACADE GRANTS - None

COMMUNITY EVENT GRANTS - None.

NEW BUSINESS

Available office at the Visitors Center - (425 sf)

ANNOUNCEMENTS:

Downtown Annual Reception, Monday, Feb. 7th, 6:00 pm at the Factory at Walton Mill.

Next meeting is scheduled, Feb. 10th, at 8:00 am at Monroe City Hall.

ADJOURN



Downtown Development Authority

MINUTES

Thursday, December 09, 2021

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting was called to order at 8:00 am.

ROLL CALL

PRESENT

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

ABSENT

- Vice Chair Meredith Malcom

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Aldridge

APPROVAL OF PREVIOUS MEETING MINUTES

- . DDA November Minutes

Approved - Motion made by Board Member Sanders, Seconded by Board Member Holder.
 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 October Financials

Ms. Krawczyk noted that the amount listed in "other income" on the Profit and Loss statement is actually a liability that will be recoded as soon as the finance department communicates the proper account number.

Motion made to approve the financials with the stated change to the liability account - Motion made by Board Member Collin, 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

PUBLIC FORUM

John Davis shared briefly about Action Coaching and the possibility of hosting free workshop for Monroe businesses.

CITY UPDATE

The city plans to issue an RFP for Blainestation in Q2 of 2022; the downtown green will start construction with underground electric installation with a bid to go out late Q1 for construction on the rest of the project; Milner-Aycock building will be repaired with the intent of issuing another RFP in Q1 of 2022; the airport terminal construction is out for bid at this time; and the city passed a moratorium on large residential development in the city outside of the URA boundaries until June 30, 2022.

The city is also beginning the update to its Comprehensive Plan.

COUNTY UPDATE

None.

COMMUNITY WORK PLAN &REPORTS

Existing Environment -

Pocket park update is almost complete; now that the new city brand has been revealed, we can move forward with updating the pole banners downtown.

Infill Development -

Gwinnett Appliance has been told they have until April to be in their building.

Entertainment Draws -

The Bicentennial Week went very well, especially the Christmas parade; Candlelight Shopping nights have been very well attended so far.

Staff is working on the 2022 event calendar. It should be ready in January.

PROGRAMS

Farmers Market

Pop-up markets are still happening on Thursday evenings. The market looks like it will be profitable this season. Farm to Table raised \$10,000+ for the market as well.

FUNDING

SPONSORSHIP

Sponsor thank you ornaments are ready. Plans to deliver them with a sweet treat from local vendor next week.

Staff will look at Feb. 7th or 15th for the annual awards banquet.

FACADE GRANTS

None.

COMMUNITY EVENT GRANTS

None.

NEW BUSINESS

Mobilize Main Street training registration is open.

Chairman Anderson thanked Charles Sanders for his many years of service on the DDA board.

ANNOUNCEMENTS:

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

ADJOURN

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

Balance Sheet

As of November 30, 2021

	<u>Nov 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
112802 · DDA WAYNE ST PARCELS INVESTMENT	92,242.40
111151 · SYNOVUS-Revolving Loan Fund	83,458.11
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	28,112.60
111111 · Synovus 100-097-081-2	219,139.12
111100 · General Fund Checking	143,695.93
Total Checking/Savings	<u>567,148.16</u>
Total Current Assets	<u>567,148.16</u>
TOTAL ASSETS	<u>567,148.16</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
125355 · DDA WAYNE ST PARCELS-LONG TERM	242,500.00
121104 · Accts. Payable - DT Dollars	5,375.66
Total Other Current Liabilities	<u>247,875.66</u>
Total Current Liabilities	<u>247,875.66</u>
Total Liabilities	247,875.66
Equity	
134220 · Fund Balance Unreserved	238,148.33
Net Income	81,124.17
Total Equity	<u>319,272.50</u>
TOTAL LIABILITIES & EQUITY	<u>567,148.16</u>

Profit & Loss

November 2021

	<u>Nov 21</u>
Ordinary Income/Expense	
Income	
389003 · Principle-Revolving Loan Fund	1,763.80
361002 · Interest-Revolving Loan Fund	477.98
347903 · Farmers Market Revenue	
Farmers Market Fees	428.66
Total 347903 · Farmers Market Revenue	428.66
347300 · Event Fees/Revenue	4,435.00
361000 · Interest Income	22.19
371000 · Memberships & Contributions	8,850.00
Total Income	15,977.63
Expense	
582303 · Other Interest Expense	678.66
531175 · Farmers Mkt Gen Expenses	900.00
523306 · Farmers Mkt-Entertainment	70.00
523305 · Farmers Mkt-EBT Tokens	95.00
523301 · Event Expenses	4,844.28
531100 · Office Operations	277.87
523300 · Advertising	9.54
531203 · Old City Hall	
531203U · Utilities	1,150.76
Total 531203 · Old City Hall	1,150.76
Total Expense	8,026.11
Net Ordinary Income	7,951.52
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	2,200.00
Total Other Income	2,200.00
Net Other Income	2,200.00
Net Income	10,151.52

Profit & Loss

January through November 2021

	Jan - Nov 21
Ordinary Income/Expense	
Income	
389003 · Principle-Revolving Loan Fund	19,241.21
361002 · Interest-Revolving Loan Fund	5,418.37
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	3,516.09
Farmers Market Fees - Other	4,806.56
Total Farmers Market Fees	8,322.65
sales	684.00
347903 · Farmers Market Revenue - Other	9,495.60
Total 347903 · Farmers Market Revenue	18,502.25
347300 · Event Fees/Revenue	32,992.32
334000 · Grants - State	500.00
336100 · City Funding	18,750.00
361000 · Interest Income	120.37
371000 · Memberships & Contributions	34,909.68
389000 · Other Misc. Revenue	650.00
Total Income	131,084.20
Expense	
582303 · Other Interest Expense	678.66
572030 · Downtown Development	26,730.05
531175 · Farmers Mkt Gen Expenses	1,307.46
523306 · Farmers Mkt-Entertainment	770.00
523305 · Farmers Mkt-EBT Tokens	1,587.00
523304 · Farmers Mkt-SR BUCKS	-31.00
523303 · Farmers Mkt-Gift Certs	96.00
523301 · Event Expenses	13,769.95
523850 · Contract Labor	8,500.00
523500 · Dues and Subscriptions	120.00
531600 · Equipment <\$5000	3,171.35
531100 · Office Operations	2,591.45
521200 · Professional Fees	750.00
523300 · Advertising	1,509.54
523700 · Training & Education	2,500.00
531203 · Old City Hall	
531203D · Pest Control	120.00
531203U · Utilities	15,389.57
Total 531203 · Old City Hall	15,509.57
Total Expense	79,560.03
Net Ordinary Income	51,524.17
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	29,600.00
Total Other Income	29,600.00
Net Other Income	29,600.00
Net Income	81,124.17

2022 Downtown Events:

March 12 (Saturday) – Car Show with full street closure, 10-4

April 22 (Friday) – Food Truck Friday at Monroe Cotton Mill, 12-4

May 6 (Friday) – First Friday Concert in City Hall lot with Highland Street closure

May 7 (Saturday) – Opening Day of the Farmers Market with Court Street closure 8:30-12:30

[FM every Saturday through Oct. 8th]

June 3 (Friday) – First Friday Concert in City Hall lot with Highland Street (and more?) closure

June 18 (Saturday) – Monroe Flower Festival, 10-4

July 4 (Saturday) – City Fireworks

July 29 (Friday) – FTF & Movies at the Mill with S. Madison Street closure

August 5 (Friday) – First Friday Concert in City Hall lot with Highland Street closure

September 2 (Friday) – First Friday Concert in City Hall lot with Highland Street closure

October 8 (Saturday) – Fall Fest with full street closure

September 25 or October 16 (Sunday) – Farm to Table Dinner 5:00 to 9:00 pm, Court St. closure

November 3 (Thursday) – Light Up the Night, 5 to 8 pm, Court St. closure

November 10 (Thursday) – Candlelight Shopping, 5 to 8 pm, Court St. closure

November 17 (Thursday) – Candlelight Shopping, 5 to 8 pm & Magical Light Parade in Childers, 6 pm, Court St. closure

November 26 (Saturday) – Shop Small Saturday

December 8 (Thursday) – Christmas Parade, 6:30 pm, Broad Street closure

December 15 (Thursday) – Candlelight Shopping & Carriage Rides, 5 to 8 pm, Court St. closure

December 22 (Thursday) – Candlelight Shopping & Carriage Rides, 5 to 8 pm, Court St. closure

December 20-24? – Live Nativity organized by LWOC