



## **Downtown Development Authority**

### **AGENDA**

**Thursday, June 12, 2025**

**8:00 AM**

**City Hall**

- 
- I. CALL TO ORDER**
    - 1. Roll Call**
    - 2. Approval of Previous Meeting Minutes**
      - a. May 8, 2025 Minutes**
    - 3. Approval of Financial Statements**
      - a. April Financials**
  - II. PUBLIC FORUM**
  - III. CITY UPDATE**
  - IV. COUNTY UPDATE**
  - V. COMMUNITY WORK PLAN &REPORTS**
    - 1. Downtown Design**
    - 2. Redevelopment Projects**
    - 3. Entertainment Draws**
  - VI. PROGRAMS**
    - 1. Farmers Market**
  - VII. FUNDING**
    - 1. Sponsorship**
    - 2. Community Events Grants**
  - VIII. NEW BUSINESS**
  - IX. ANNOUNCEMENTS:**
    - 1. Next Meeting - July 10, 2025 at 8:00 am at City Hall**
  - X. ADJOURN**

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

The Downtown Development Authority met for their regular meeting.

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

Those Absent:

Staff Present: Logan Propes, Chris Bailey, Kaitlyn Stubbs, Laura Beth Caudell, Sandy Daniels

Visitors:

**I. CALL TO ORDER – 8:05**

**1. Roll Call**

Chairwoman Anderson noted that all Committee Members were present. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. March 13, 2025 Minutes**

To approve the minutes as presented.

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

**b. March 13, 2025 Executive Session Minutes**

To approve the minutes as presented.

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

**c. April 10, 2025 Minutes**

To approve the minutes as presented.

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

**3. Approval of Financial Statements**

**a. February Financials**

To approve the February 2025 Financials.

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

**b. March Financials**

To approve the March 2025 Financials.

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

**II. PUBLIC FORUM**

There were no public comments.

**III. CITY UPDATE**

Assistant City Administrator Chris Bailey shared that Lumpkin Street Tap grant will go before City Council next Tuesday. We are waiting for the final design engineering for a small streetscape and speed table for the Church St. corridor. The City received a parking lot estimate for Wayne St

**IV. COUNTY UPDATE**

There was no update from the County.

**V. ECONOMIC DEVELOPMENT UPDATE**

1. Logan Propes, City Administrator, shared that there was a lot going on but much could not be discussed per the request of some of the owners involved. The Hotel RFQ will close this month.

**VI. COMMUNITY WORK PLAN & REPORTS**

**1. Downtown Design**

Ms. Daniels thanked Chairwoman Anderson for doing the planters downtown. The statues are still a hit, and we have many visitors coming to town to see them. The mention of murals came back up for discussion. The plan is to reach out to Laura Gross, and to scout out a smaller location.

**2. Redevelopment Projects**

118 W. Spring St. continues to move forward.

**3. Entertainment Draws**

Ms. Daniels shared that the concert went well. Placer had us at 4.1 thousand people in town that night. The stakeholder's reception went smoothly and we had many in attendance. Bouquet day is Saturday, for every ten dollars that is spent with a business, the customer will receive a stem and by the end of the day, they should have a bouquet. The market should still be happening. Crepe Myrtle Festival is quickly approaching. We have over 100 vendors- we have also adjusted the time in hopes that it will be better accommodating for the weather.

**VII. PROGRAMS**

**1. Farmers Market**

Farmers Market is going great! Artisan Market is the first Saturday of the month, and we have a huge turnout on those Saturdays.

**VIII. FUNDING**

**1. Sponsorship**

Those that pay monthly/quarterly continue to trickle in. We are still sitting at the \$88,000-\$90,000 mark.

**2. Community Event Grants**

There were no community event grants.

**IX. NEW BUSINESS****1. DDA Retreat**

Mrs. Daniels shared that she would like the DDA to pick a retreat date. The date chosen was August 4<sup>th</sup> at 8:30 at the Welcome Center.

**X. ANNOUNCEMENTS****1. Next Meeting – July 10, 2025 at 8:00 at City Hall****XI. ADJOURN- 8:37**

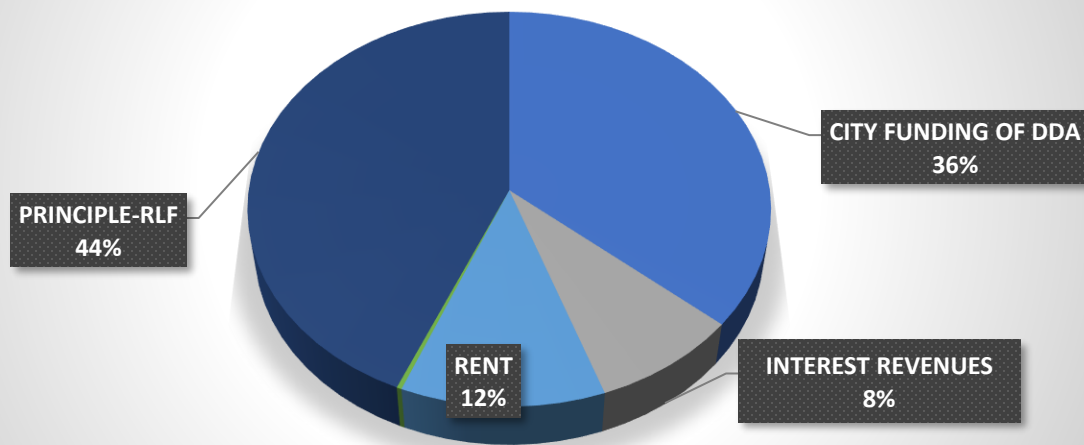
*Motion by Holder, seconded Collin.  
Passed Unanimously*

# DOWNTOWN DEVELOPMENT AUTHORITY

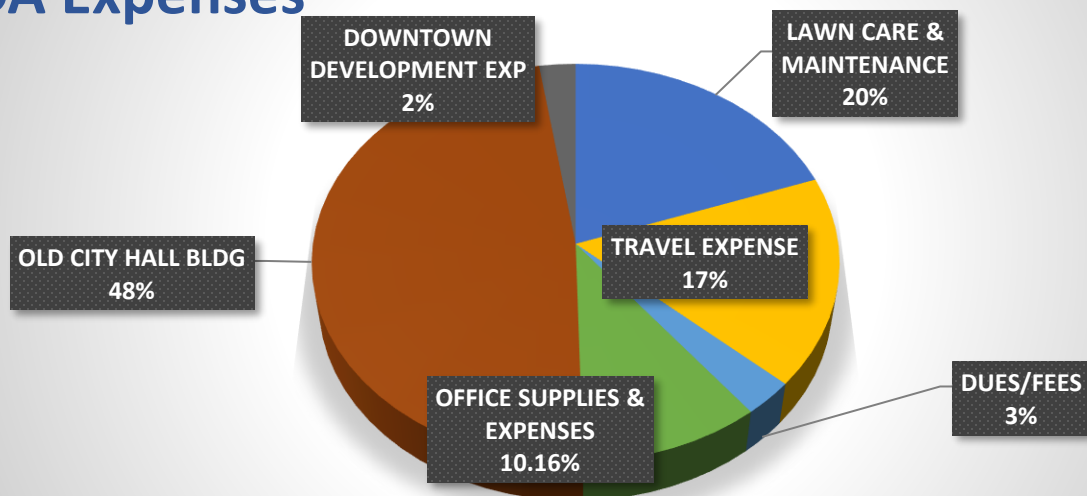
April 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	9,050	17,298
Expense	1,072	10,234
Profit/(Loss)	7,977	7,064

## DDA Revenues



## DDA Expenses





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# DDA Income Statement

## Account Summary

For Fiscal: 2025 Period Ending: 04/30/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<a href="#">002-7550-336100</a>	CITY FUNDING OF DDA	25,000.00	25,000.00	6,250.00	6,250.00	18,750.00
<a href="#">002-7550-361000</a>	INTEREST REVENUES	100.00	100.00	7.87	31.15	68.85
<a href="#">002-7550-361002</a>	INTEREST-REVOLVING LOAN FUND	4,100.00	4,100.00	353.34	1,432.21	2,667.79
<a href="#">002-7550-381011</a>	RENTAL - 227 S BROAD	6,000.00	6,000.00	500.00	2,000.00	4,000.00
<a href="#">002-7550-389000</a>	OTHER	0.00	0.00	50.00	50.00	-50.00
<a href="#">002-7550-389003</a>	PRINCIPLE-REVOLVING LOAN FUND	22,718.00	22,718.00	1,888.44	7,534.91	15,183.09
	<b>Revenue Total:</b>	<b>57,918.00</b>	<b>57,918.00</b>	<b>9,049.65</b>	<b>17,298.27</b>	
<b>Expense</b>						
<a href="#">002-7550-521200</a>	PROFESSIONAL SERVICES	4,000.00	4,000.00	0.00	0.00	4,000.00
<a href="#">002-7550-522140</a>	LAWN CARE & MAINTENANCE	4,000.00	4,000.00	0.00	2,000.00	2,000.00
<a href="#">002-7550-523301</a>	MISC EVENTS	9,000.00	9,000.00	0.00	0.00	9,000.00
<a href="#">002-7550-523510</a>	TRAVEL EXPENSE	5,000.00	5,000.00	0.00	1,742.29	3,257.71
<a href="#">002-7550-523600</a>	DUES/FEES	660.00	660.00	46.91	292.49	367.51
<a href="#">002-7550-523901</a>	DOWNTOWN MURALS	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">002-7550-531100</a>	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	1,039.99	460.01
<a href="#">002-7550-531116</a>	SIGNAGE & MATERIALS	0.00	5,000.00	0.00	0.00	5,000.00
<a href="#">002-7550-531203</a>	OLD CITY HALL BLDG	15,000.00	15,000.00	1,025.54	4,909.70	10,090.30
<a href="#">002-7550-572030</a>	DOWNTOWN DEVELOPMENT EXP	3,758.00	3,758.00	0.00	250.00	3,508.00
<a href="#">002-7550-579001</a>	CONTINGENCIES	5,000.00	0.00	0.00	0.00	0.00
	<b>Expense Total:</b>	<b>57,918.00</b>	<b>57,918.00</b>	<b>1,072.45</b>	<b>10,234.47</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>7,977.20</b>	<b>7,063.80</b>	



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# Trial Balance

## Account Summary

Date Range: 04/01/2025 - 04/30/2025

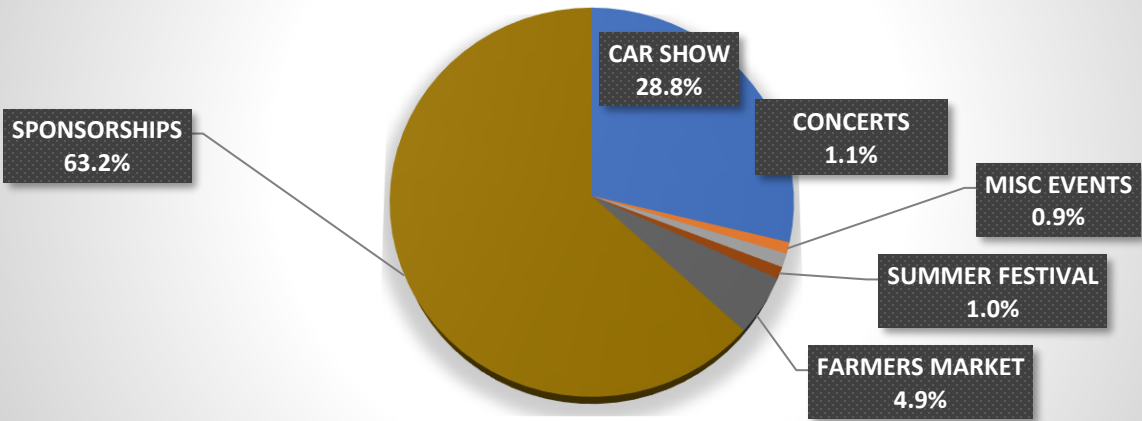
Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
<b>Fund: 002 - DOWNTOWN DEV FUND</b>						
<b>Asset</b>						
<a href="#">002-111104</a>	DDA SYNOVUS	357,906.06	21,162.63	13,978.63	7,184.00	365,090.06
<a href="#">002-111108</a>	DOWNTOWN DOLLARS SYNOVUS	25,008.26	31.98	1,210.00	-1,178.02	23,830.24
<a href="#">002-111111</a>	DDA LOAN CHECKING-AF	40,442.77	3.33	0.00	3.33	40,446.10
<a href="#">002-111145</a>	RDF - SYNOVUS	500.00	0.00	100.00	-100.00	400.00
<a href="#">002-111146</a>	RDF 2025	0.00	100.00	0.00	100.00	100.00
<a href="#">002-111151</a>	RLF - SYNOVUS	173,196.21	2,244.34	0.00	2,244.34	175,440.55
<a href="#">002-111901</a>	ACCOUNTS RECEIVABLE - MISC	-3,434.62	2,241.78	2,241.78	0.00	-3,434.62
<a href="#">002-121104</a>	ACCTS PAYABLE-DOWNTOWN DOLLAR	-10,483.07	1,210.00	30.00	1,180.00	-9,303.07
<b>Liability</b>						
<a href="#">002-121100</a>	ACCOUNTS PAYABLE	-3,213.43	12,826.18	14,282.63	-1,456.45	-4,669.88
<b>Equity</b>						
<a href="#">002-134220</a>	FUND BAL UNRESERVED, UNDESIGNA	-580,835.58	0.00	0.00	0.00	-580,835.58
<b>Revenue</b>						
<a href="#">002-7550-336100</a>	CITY FUNDING OF DDA	0.00	0.00	6,250.00	-6,250.00	-6,250.00
<a href="#">002-7550-361000</a>	INTEREST REVENUES	-23.28	0.00	7.87	-7.87	-31.15
<a href="#">002-7550-361002</a>	INTEREST-REVOLVING LOAN FUND	-1,078.87	0.00	353.34	-353.34	-1,432.21
<a href="#">002-7550-381011</a>	RENTAL - 227 S BROAD	-1,500.00	0.00	500.00	-500.00	-2,000.00
<a href="#">002-7550-389000</a>	OTHER	0.00	50.00	100.00	-50.00	-50.00
<a href="#">002-7550-389003</a>	PRINCIPLE-REVOLVING LOAN FUND	-5,646.47	0.00	1,888.44	-1,888.44	-7,534.91
<b>Expense</b>						
<a href="#">002-7550-522140</a>	LAWN CARE & MAINTENANCE	2,000.00	0.00	0.00	0.00	2,000.00
<a href="#">002-7550-523510</a>	TRAVEL EXPENSE	1,742.29	0.00	0.00	0.00	1,742.29
<a href="#">002-7550-523600</a>	DUES/FEES	245.58	46.91	0.00	46.91	292.49
<a href="#">002-7550-531100</a>	OFFICE SUPPLIES & EXPENSES	1,039.99	0.00	0.00	0.00	1,039.99
<a href="#">002-7550-531203</a>	OLD CITY HALL BLDG	3,884.16	1,025.54	0.00	1,025.54	4,909.70
<a href="#">002-7550-572030</a>	DOWNTOWN DEVELOPMENT EXP	250.00	0.00	0.00	0.00	250.00
<b>Fund 002 Total:</b>		<b>0.00</b>	<b>40,942.69</b>	<b>40,942.69</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>40,942.69</b>	<b>40,942.69</b>	<b>0.00</b>	<b>0.00</b>

# MainStreet

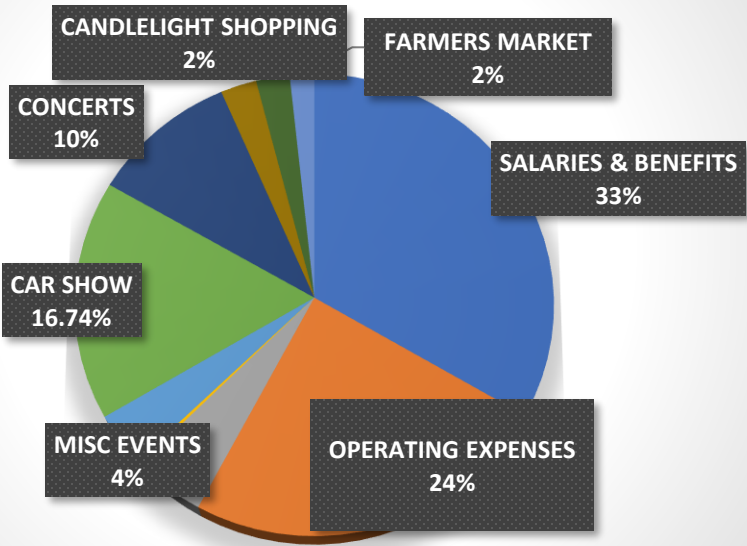
April 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	42,701	91,387
Expense	39,756	123,927
Profit/(Loss)	2,945	(32,541)

## MainStreet Revenues



## MainStreet Expenses







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# Budget Report

## Account Summary

For Fiscal: 2025 Period Ending: 04/30/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Revenue							
DEPT: 7521 - MAINSTREET							
<a href="#">100-7521-347300</a>	MISC EVENT FEES	0.00	0.00	0.00	861.97	861.97	0.00 %
<a href="#">100-7521-347301</a>	CAR SHOW	15,000.00	15,000.00	17,541.37	26,328.39	11,328.39	175.52 %
<a href="#">100-7521-347302</a>	CONCERTS	10,000.00	10,000.00	1,050.00	1,050.00	-8,950.00	89.50 %
<a href="#">100-7521-347304</a>	FALL FESTIVAL	25,000.00	25,000.00	0.00	0.00	-25,000.00	100.00 %
<a href="#">100-7521-347305</a>	CHRISTMAS PARADE	7,500.00	7,500.00	0.00	0.00	-7,500.00	100.00 %
<a href="#">100-7521-347306</a>	FARM TO TABLE	5,000.00	5,000.00	0.00	0.00	-5,000.00	100.00 %
<a href="#">100-7521-347307</a>	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00	100.00 %
<a href="#">100-7521-347308</a>	SUMMER FESTIVAL	22,000.00	22,000.00	900.00	900.00	-21,100.00	95.91 %
<a href="#">100-7521-347903</a>	FARMERS MARKET	14,000.00	14,000.00	230.00	4,519.91	-9,480.09	67.71 %
<a href="#">100-7521-371000</a>	SPONSORSHIPS	90,000.00	90,000.00	22,980.00	57,726.57	-32,273.43	35.86 %
DEPT: 7521 - MAINSTREET Total:		190,500.00	190,500.00	42,701.37	91,386.84	-99,113.16	52.03%
Revenue Total:		190,500.00	190,500.00	42,701.37	91,386.84	-99,113.16	52.03%
Expense							
DEPT: 7521 - MAINSTREET							
<a href="#">100-7521-511100</a>	REGULAR SALARIES	71,650.00	71,650.00	7,367.38	31,484.39	40,165.61	56.06 %
<a href="#">100-7521-511200</a>	PART TIME/TEMPORARY SALARIES	13,000.00	13,000.00	176.28	176.28	12,823.72	98.64 %
<a href="#">100-7521-512100</a>	GROUP INS	13,000.00	13,000.00	1,377.64	6,652.30	6,347.70	48.83 %
<a href="#">100-7521-512200</a>	SOCIAL SECURITY	5,372.00	5,372.00	460.54	1,925.16	3,446.84	64.16 %
<a href="#">100-7521-512300</a>	MEDICARE	1,257.00	1,257.00	107.71	450.24	806.76	64.18 %
<a href="#">100-7521-512400</a>	GMEBS-RETIREMENT CONTRIBUTI	7,245.00	7,245.00	697.11	2,808.72	4,436.28	61.23 %
<a href="#">100-7521-512910</a>	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00	100.00 %
<a href="#">100-7521-512915</a>	EMPLOYEE ASSISTANCE PROGRAM	50.00	50.00	7.85	14.67	35.33	70.66 %
<a href="#">100-7521-512916</a>	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	8.33	33.32	76.68	69.71 %
<a href="#">100-7521-521200</a>	PROFESSIONAL SERVICES	2,500.00	2,500.00	20.00	4,507.66	-2,007.66	-80.31 %
<a href="#">100-7521-521201</a>	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	0.00	250.00	100.00 %
<a href="#">100-7521-522140</a>	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
<a href="#">100-7521-522145</a>	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	332.64	19,667.36	98.34 %
<a href="#">100-7521-522208</a>	MAINTENANCE CONTRACTS	1,750.00	1,750.00	147.89	635.25	1,114.75	63.70 %
<a href="#">100-7521-522322</a>	EQUIPMENT RENTAL	0.00	0.00	0.00	13.87	-13.87	0.00 %
<a href="#">100-7521-523200</a>	COMMUNICATION SERVICES	500.00	500.00	88.45	353.80	146.20	29.24 %
<a href="#">100-7521-523210</a>	POSTAGE	250.00	250.00	0.00	0.00	250.00	100.00 %
<a href="#">100-7521-523300</a>	ADVERTISING	15,000.00	15,000.00	896.55	2,061.95	12,938.05	86.25 %
<a href="#">100-7521-523301</a>	MISC EVENTS	31,000.00	31,000.00	119.31	4,787.30	26,212.70	84.56 %
<a href="#">100-7521-523303</a>	FARMERS MKT-GIFT CERTS	150.00	150.00	0.00	0.00	150.00	100.00 %
<a href="#">100-7521-523304</a>	FARMERS MKT-SR BUCKS	600.00	600.00	0.00	0.00	600.00	100.00 %
<a href="#">100-7521-523305</a>	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	0.00	500.00	100.00 %
<a href="#">100-7521-523306</a>	FARMERS MKT-ENTERTAINMENT	750.00	750.00	600.00	600.00	150.00	20.00 %
<a href="#">100-7521-523310</a>	MARKETING EXPENSES	4,000.00	4,000.00	0.00	0.00	4,000.00	100.00 %
<a href="#">100-7521-523400</a>	PRINTING	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
<a href="#">100-7521-523510</a>	TRAVEL EXPENSE	6,500.00	6,500.00	218.46	699.66	5,800.34	89.24 %
<a href="#">100-7521-523600</a>	DUES/FEES	1,000.00	1,000.00	0.00	665.00	335.00	33.50 %
<a href="#">100-7521-523700</a>	TRAINING & EDUCATION	2,500.00	2,500.00	0.00	500.00	2,000.00	80.00 %
<a href="#">100-7521-523850</a>	CONTRACT LABOR	50,000.00	50,000.00	5,200.00	15,600.00	34,400.00	68.80 %
<a href="#">100-7521-531100</a>	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	13.00	2,929.75	-1,429.75	-95.32 %
<a href="#">100-7521-531102</a>	FURNITURE <5,000	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
<a href="#">100-7521-531110</a>	SPONSORSHIPS/DONATIONS	500.00	500.00	0.00	3,000.00	-2,500.00	-500.00 %
<a href="#">100-7521-531119</a>	UNIFORM EXPENSE	300.00	300.00	0.00	0.00	300.00	100.00 %
<a href="#">100-7521-531121</a>	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	-1,299.99	500.01	499.99	50.00 %
<a href="#">100-7521-531175</a>	FARMERS MARKET EXP	5,000.00	5,000.00	12.00	1,624.52	3,375.48	67.51 %
<a href="#">100-7521-531177</a>	CAR SHOW EXP	25,000.00	25,000.00	12,622.36	21,836.85	3,163.15	12.65 %

## Budget Report

For Fiscal: 2025 Period Ending: 04/10/25

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<a href="#">100-7521-531178</a>	CONCERT EXP	60,000.00	60,000.00	4,550.00	13,300.00	46,700.00	77.83 %
<a href="#">100-7521-531179</a>	SUMMER FESTIVAL EXP	6,000.00	6,000.00	0.00	0.00	6,000.00	100.00 %
<a href="#">100-7521-531180</a>	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
<a href="#">100-7521-531181</a>	CHRISTMAS PARADE EXP	19,000.00	19,000.00	0.00	-3,275.35	22,275.35	117.24 %
<a href="#">100-7521-531182</a>	FARM TO TABLE EXP	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
<a href="#">100-7521-531183</a>	CANDLELIGHT SHOPPING EXP	7,200.00	7,200.00	0.00	3,051.72	4,148.28	57.62 %
<a href="#">100-7521-531300</a>	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	33,390.87	117,269.71	293,189.29	71.43%
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
<a href="#">100-7550-523101</a>	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	115.20	407.70	1,000.30	71.04 %
<a href="#">100-7550-572030</a>	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	6,250.00	6,250.00	18,750.00	75.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:		26,408.00	26,408.00	6,365.20	6,657.70	19,750.30	74.79%
Expense Total:		436,867.00	436,867.00	39,756.07	123,927.41	312,939.59	71.63%
Report Surplus (Deficit):		-246,367.00	-246,367.00	2,945.30	-32,540.57	213,826.43	86.79%