



Downtown Development Authority

AGENDA

Thursday, September 12, 2019

8:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

1. DDA August Minutes

APPROVAL OF FINANCIAL STATEMENTS

2. DDA July Financials

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

3. 2019-2020 Community Work Plan

4. 2019 DDA Budget vs. Actual

Parking

Infill Development

New Entertainment Draws

PROGRAMS

Events

Downtown Design

Farmers Market

FUNDING

SPONSORSHIP - \$40,325.00 collected to date

FACADE GRANTS - none

COMMUNITY EVENT GRANTS - none

NEW BUSINESS

ANNOUNCEMENTS:

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

ADJOURN



Downtown Development Authority

MINUTES

Thursday, August 08, 2019

8:00 AM

City Hall

CALL TO ORDER

Meeting called to order at 8:04 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chair Meredith Malcom
- Secretary Andrea Gray
- Board Member Mike Gray
- Board Member Wesley Sisk
- Board Member Charles Sanders

ABSENT

- Board Member Whit Holder
- City Council Representative Ross Bradley

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Walker
- Les Russell
- Sam Tippet

COUNTY STAFF

- Patrice Broughton

APPROVAL OF PREVIOUS MEETING MINUTES

July DDA Minutes

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

June DDA Planning Retreat Minutes

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

APPROVAL OF FINANCIAL STATEMENTS

June DDA Financials

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

PUBLIC FORUM

None.

COUNTY UPDATE

Patrice Broughton mentioned that the county and cities were still working together to finalize T-SPLOST projects. She also encouraged everyone to attend the Young Gamechangers Final Community Presentation this Friday, August 9th, at 2 pm.

CITY UPDATE

City Council reviewed and adopted a parks master plan during committee work sessions this week. Full adoption will take place at the next council meeting. The future Town Green park and Childers were two downtown parks featured in the plan. The city will pursue grant funding this fall for the town green development.

COMMUNITY WORK PLAN &REPORTS

2019-2020 Community Work Plan

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

DDA Budget vs. Actual to date 2019

The board will discuss this further in September.

Parking

New parking map is being revised.

Infill Development

LR Burger is behind schedule on construction, which has moved their projected opening date to September 2019. In light of this, they have requested to defer the start date of their payments.

Motion made by Board Member Gray, Seconded by Board Member Sisk to extend the deferment of payment to the sooner of 90 days or closing date and to accrue and collect interest starting August 27, 2019, until said time.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Gray, Board Member Sisk, Board Member Sanders

New Entertainment Draws

Public Works Department will begin putting together holiday light displays soon for the 12 Days of Christmas set up in Childers Park.

PROGRAMS

Events

August 2nd concert was largest to date; August 16th is the next one; the September concert will take place on the town green.

Downtown Design

Leigh Ann mentioned that any design ideas would be welcome for creating new downtown banners.

Farmers Market

operating on schedule

FUNDING

SPONSORSHIP - \$36,075 collected

FACADE GRANTS

Sanders Consign & Design Facade Grant Application - 124 W. Spring Street

Approved for \$1500 facade grant - Motion made by Secretary Gray, Seconded by Vice Chair Malcom.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Gray, Board Member Sisk

Voting Abstaining: Board Member Sanders

COMMUNITY EVENT GRANTS

MATM Community Event Grant Application

Approved for \$250 community event grant - (Andrea Gray recused herself from this vote) Motion made by Board Member Sisk, Seconded by Vice Chair Malcom.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Gray, Board Member Sisk, Board Member Sanders

Voting Abstaining: Secretary Gray

Georgia Writers Project Community Event Grant Application

Approved for \$250 community event grant - Motion made by Board Member Gray, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Gray, Board Member Sisk, Board Member Sanders

NEW BUSINESS

ANNOUNCEMENTS:

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

Young Gamechangers Community Presentation, Friday, August 9th, 2:00 pm at the Engine Room

ADJOURN

Motion made by Board Member Sanders, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Gray,

Board Member Sisk, Board Member Sanders

Monroe Downtown Development Authority
Balance Sheet
 As of July 31, 2019

	Jul 31, 19
ASSETS	
Current Assets	
Checking/Savings	
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	28,106.09
111111 · Synovus 100-097-081-2	4,177.07
111100 · General Fund Checking	73,398.31
Total Checking/Savings	106,181.47
Total Current Assets	106,181.47
TOTAL ASSETS	106,181.47
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
121200 · Accts. Payable - DT Dollars	2,065.00
Total Other Current Liabilities	2,065.00
Total Current Liabilities	2,065.00
Total Liabilities	2,065.00
Equity	
134220 · Fund Balance Unreserved	94,955.87
Net Income	9,160.60
Total Equity	104,116.47
TOTAL LIABILITIES & EQUITY	106,181.47

Monroe Downtown Development Authority
Profit & Loss
July 2019

	<u>Jul 19</u>
Ordinary Income/Expense	
Income	
347903 · Farmers Market Revenue	
Farmers Market Fees	1,020.00
sales	87.00
347903 · Farmers Market Revenue - Other	<u>687.50</u>
Total 347903 · Farmers Market Revenue	1,794.50
347300 · Event Fees/Revenue	550.94
336100 · City Funding	6,250.00
361000 · Interest Income	4.74
371000 · Memberships & Contributions	125.00
389000 · Other Misc. Revenue	<u>228.00</u>
Total Income	8,953.18
Expense	
582303 · Other Interest Expense	918.75
572030 · Downtown Development	3,000.00
523306 · Farmers Mkt-Entertainment	210.00
523305 · Farmers Mkt-EBT Tokens	697.00
523304 · Farmers Mkt-SR BUCKS	531.00
523301 · Event Expenses	2,090.00
523850 · Contract Labor	1,300.00
531203 · Old City Hall	
531203D · Pest Control	30.00
531203U · Utilities	<u>212.97</u>
Total 531203 · Old City Hall	<u>242.97</u>
Total Expense	8,989.72
Net Ordinary Income	-36.54
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	<u>2,650.00</u>
Total Other Income	<u>2,650.00</u>
Net Other Income	2,650.00
Net Income	<u><u>2,613.46</u></u>

Monroe Downtown Development Authority
Profit & Loss
January through July 2019

Accrual Basis

	<u>Jan - Jul 19</u>
Ordinary Income/Expense	
Income	
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	1,440.00
Farmers Market Fees - Other	2,235.00
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Total Farmers Market Fees	3,675.00
sales	667.00
347903 · Farmers Market Revenue - Other	2,630.50
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Total 347903 · Farmers Market Revenue	6,972.50
347300 · Event Fees/Revenue	20,509.77
336100 · City Funding	12,500.00
361000 · Interest Income	32.40
371000 · Memberships & Contributions	26,073.00
389000 · Other Misc. Revenue	337.00
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Total Income	66,424.67
Expense	
582303 · Other Interest Expense	6,492.50
572030 · Downtown Development	21,533.56
531175 · Farmers Mkt Gen Expenses	1,117.46
523306 · Farmers Mkt-Entertainment	350.00
523305 · Farmers Mkt-EBT Tokens	2,385.19
523304 · Farmers Mkt-SR BUCKS	531.00
523301 · Event Expenses	12,079.55
523850 · Contract Labor	5,800.00
523500 · Dues and Subscriptions	294.00
531600 · Equipment <\$5000	1,378.31
531100 · Office Operations	551.41
523400 · Printing and Reproduction	1,900.86
523700 · Training & Education	495.00
512920 · Travel Expense	170.69
531203 · Old City Hall	
531203C · Supplies	45.00
531203D · Pest Control	210.00
531203U · Utilities	10,719.54
522600 · Landscaping	195.00
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Total 531203 · Old City Hall	11,169.54
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Total Expense	66,249.07
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Monroe Downtown Development Authority
Profit & Loss
January through July 2019

Accrual Basis

	<u>Jan - Jul 19</u>
Net Ordinary Income	175.60
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	<u>17,500.00</u>
Total Other Income	17,500.00
Other Expense	
542500 · Equipment >\$5000	<u>8,515.00</u>
Total Other Expense	<u>8,515.00</u>
Net Other Income	<u>8,985.00</u>
Net Income	<u><u>9,160.60</u></u>

Community Work Plan Review Form

2019-2020 Annual Work Plan

Vision Statement	Our vision is to be the #1 downtown in Georgia by creating memorable experiences, celebrating local entrepreneurship, and preserving our historic small town charm.
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Mission Statement	To drive economic development, support 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:

Make downtown an accessible and attractive district with plenty of parking and enjoyable pedestrian paths throughout the district
(design projects, Childers, planters, signage, etc.)

Transformation (implementation) Strategy #2:

Use public-private partnerships to drive economic growth that brings more dining and housing opportunities (property purchase, façade grant, vacancy map, RLF's)

Transformation (implementation) Strategy #3:

Establish a playful culture downtown by creating recreational areas/activities and providing unique entertainment experiences for visitors
(events, projects, community event grant, business owner collaboration)

Top Priorities for Year 2020

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

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

In Progress	Define infill development opportunities
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Goal(priority) #3

In Progress	Continue with current entertainment draws and create a couple new ones
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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 2020.

Strategy #1

Committee Chair: Lisa Anderson

Transformation (implementation) Strategy: Make downtown an accessible and attractive district with plenty of parking and enjoyable pedestrian paths throughout the district

Goal:

Update the existing downtown environment

Objective

activate available parking in downtown; make general appearance upgrades to older design elements within downtown

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	Create parking limit enforcement plan	Sadie, Mike	none	n/a	Dec. 2019
	New pole banners	Leigh Ann, Wesley	\$5,000	DDA funds	design by 10/1, order by Dec., up in spring 2020
	Replacement and reposition of trashcans	Ross, Sadie, Logan	\$10,000	City funds (Public Works)	Fall 2019
	Support private parking lots becoming public	Sadie, Logan	none	n/a	ongoing, St. Albans easement by Dec. 2019
	Gateway Sign at E/W Spring (monument sign + mural sign)	Darrell, Wesley	\$18,000	DDA/CVB funds	design by Sept., quotes by Oct., install by Mar. 2020
	More parking directional signs	Ross	\$1,000	city sign shop	plan by Aug., install Oct.

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe	Logan Propes	
Public Works	Danny Smith	

Synopsis of Activity:

Strategy #2

Committee Chair: Andrea Gray

Transformation (implementation) Strategy: Use public-private partnerships to drive economic growth that brings infill development

Goal:

Define infill development opportunities

Objective

To encourage more walking throughout downtown, we need infill lots developed to fill in gaps as well as more destinations off of the main core.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	take a field trip to Elberton to see hotel and meet with City Manager	Sadie; DDA Board	\$200	DDA funds	by year-end
	Identify key development sites and potential uses	Sadie; DDA Board	none	n/a	Jan. 2020
	Determine next DDA development project	DDA Board	none	n/a	Jul-20
	create development plan/design parameters for MPD building	Whit Holder	1500	ED funds	Jan. 2020
	issue RFP for MPD redevelopment when city hands over property	Andrea Gray		n/a	Dec. 2020
	Incentivize development of Downtown boutique hotel (25 rooms)	Sadie/Lisa/Ross/Mike/Wesley/Whit	TBD	CVB funds	Sites by Feb. 2020

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
NextSite	Andy Camp	consultation for redevelopment
Electric Cities of Georgia	Michael Cahill	demographics, leakage reports
DCA Downtown Design Studio	Carmine	design services for new projects
GMA	website resources	RFPs, partnership models

Synopsis of Activity:

Strategy #3

Committee Chair: Whit Holder

Transformation (implementation) Strategy: Establish a culture of playing downtown by creating and enhancing recreational areas/activities that provide unique entertainment experiences

Goal:

Continue entertainment draws

Objective

Continue events and install up to 3 new physical design projects

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	Install rebar tree downtown	Sadie, Hope Reese	\$250	DDA funds	Nov. 2019
	Create town green fundraising plan	DDA Board, Lisa	none	n/a	April 2020
	Create new seating area behind VC	Darrell Stone, Whit	\$1,500	DDA funds	Design by Aug. 2019, install fall
	New murals (at least 2)	Leigh Ann	\$5,000	DDA funds, GCA grant	Spring 2020
	Turtle Scavenger Hunt	Sadie, Leigh Ann, Lisa	none	n/a	Oct. 2019
	support a race series for Monroe	Ross Bradley	none	n/a	Jan. 2020
	Larger holiday light displays in Childers	Chris Croy, Leigh Ann, Sadie	\$1,000	city funds	Nov. 2019

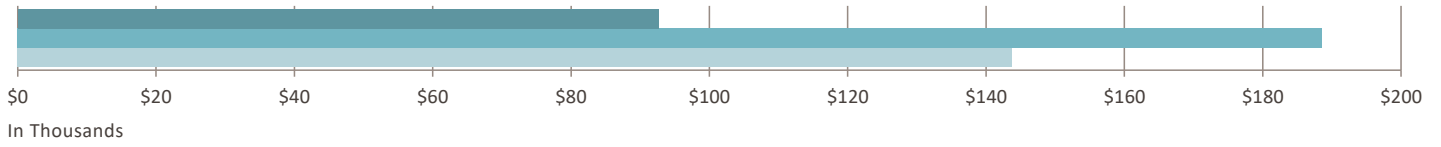
Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe Public Works	Chris Croy	installation of lights
MWCA	Hope Reese	artists

Synopsis of Activity:

REVENUE

■ FY 2019 ACTUAL ■ FY 2019 PROPOSED ■ FY 2018 PRIOR YEAR



REVENUE	FY 2018 PRIOR YEAR	FY 2019 PROPOSED	FY 2019 ACTUAL	FY 2019 VARIANCE	FY 2019 +/- PRIOR YEAR
City Funding	25000.00	25000.00	12500.00	(12500.00)	(12500.00)
Historic City Hall	29800.00	29000.00	17500.00	(11500.00)	(12300.00)
Events	7432.00	7000.00	7295.77	295.77	(136.23)
Childers Park	2429.00	2500.00	2580.00	80.00	151.00
Farm to Table Dinner	11253.00	12000.00	13084.00	1084.00	1831.00
Farmers Market	12329.47	12300.00	8540.50	(3759.50)	(3788.97)
Contributions	55305.95	50000.00	30805.00	(19195.00)	(24500.95)
Interest income	50.04	50.00	32.40	(17.60)	(17.64)
Miscellaneous	0.00	750.00	337.00	(413.00)	337.00
Grants	0.00	0.00	0.00	0.00	0.00
Gas Station Project	132.07	50000.00	0.00	(50000.00)	(132.07)
TOTALS	\$143,731.53	\$188,600.00	\$92,674.67	(\$95,925.33)	(\$24,500.95)

■ FY 2019 ACTUAL ■ FY 2019 PROPOSED ■ FY 2018 PRIOR YEAR



EXPENSES	FY 2018 PRIOR YEAR	FY 2019 PROPOSED	FY 2019 ACTUAL	FY 2019 VARIANCE	FY 2019 +/- PRIOR YEAR
Historic City Hall	18,385.87	19,000.00	11,169.54	(7,830.46)	(7,216.33)
Events	239.00	1,000.00	1,109.04	109.04	870.04
Community Event Grant	750.00	1,000.00	750.00	(250.00)	0.00
Contributions to City	35,000.00	35,000.00	8,750.00	(26,250.00)	(26,250.00)
Childers Park	5,200.53	5,000.00	4,939.06	(60.94)	(261.47)
Farm to Table Dinner	4,482.10	5,000.00	4,419.51	(580.49)	(62.59)
Farmers Market	15,120.42	16,000.00	13,213.59	(2,786.41)	(1,906.83)
Sponsor Dinner + thank yous	2,308.31	3,500.00	0.00	(3,500.00)	(2,308.31)
Façade Grants	4,833.15	12,000.00	12,956.56	956.56	8,123.41
Downtown Planters	0.00	3,000.00	4,100.00	1,100.00	4,100.00
Office Operations/Bank Fees	574.20	750.00	551.41	(198.59)	(22.79)
Memberships & Subscriptions	100.00	100.00	100.00	0.00	0.00
Professional Fees	1,600.00	5,000.00	0.00	(5,000.00)	(1,600.00)
Mural	13,061.18	0.00	0.00	0.00	(13,061.18)
Miscellaneous Projects	0.00	5,000.00	8,515.00	3,515.00	8,515.00
Training & Education	0.00	0.00	70.00	70.00	70.00
Gas Station Project	10,646.81	10,000.00	6,492.50	(3,507.50)	(4,154.31)
Holiday Lights		0.00	4,477.00	4,477.00	4,477.00
Direct Mailer		0.00	1,900.86	1,900.86	1,900.86
TOTALS	\$112,301.57	\$121,350.00	\$83,514.07	(\$37,835.93)	(\$28,787.50)

Net Income \$31,429.96 \$67,250.00 \$9,160.60

2018 Year-End Balances:

\$28,089.77 Synovus 003-6

\$10,665.06 Synovus 081-2

\$50,571.04 Wells Fargo

\$500.00 RDF Checking Account

\$0.00 Designated for Childers Park

\$8,399.55 Designated for Farmers Market

\$42,171.49 Undesignated Wells Fargo Funds

\$80,926.32 Total Undesignated Funds

\$89,825.87 Total Funds