



Downtown Development Authority

AGENDA

Thursday, December 08, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

1. Review November minutes

APPROVAL OF FINANCIAL STATEMENTS

2. Review October Financials

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Redevelopment Projects

Entertainment Draws -

PROGRAMS

Farmers Market

FUNDING

SPONSORSHIP

FACADE GRANTS

COMMUNITY EVENT GRANTS

NEW BUSINESS**ANNOUNCEMENTS:**

The next meeting is scheduled for January 12, 2023 at 8:00 am at Monroe City Hall.

ADJOURN



Downtown Development Authority
MINUTES
Thursday Nonmember 10, 2022
8:00 AM
City Hall

CALL TO ORDER

Meeting was called to order at 8:03 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chair Meredith Malcom Board Member
- Whit Holder Board Member
- Ross Bradley Board Member
- Chris Collin Board Member

ABSENT

- City Council Rep Lee Malcom
- Secretary Andrea Gray
- Board Member Wesley Sisk

City Council Rep Myosha Crawford

CITY STAFF

- Logan Propes
- Leigh Ann Walker
- Les Russell
- Chris Bailey
- Sara Shropshire

PUBLIC

- Erica Cooper
- Jared Campbell

APPROVAL OF PREVIOUS MEETING MINUTES

Motion made by Board Member Ross Bradley, Seconded by Board Member Whit holder. Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member , Board Member Collin, City Council Representative Myosha Crawford.

APPROVAL OF FINANCIAL STATEMENTS.

DDA August Financials Approved - Motion made by Vice Chair Malcom, Seconded by Board Member Whit Holder. Voting Yea: Chairman Anderson, City Council Representative Myosha Crawford, Board Member Bradley, Board Member Collin.

PUBLIC FORUM Erica Cooper

New Business- review leases from 227 S Broad Street. City attorney Jared Campbell updated the board on the current status of the action taken against Empire Tax for non payment of rent. He stated notices were mailed on the 20th of September with a 60 day notice and a 90 day rent increase notice. There had been no correspondence from Empire Tax within the time frame allowed and it was the boards discretion as to whether to accept payment from the tenant or proceed with the dispossery action. Chairman Anderson stated Ms. Cooper from Empire Tax had visited her place of business and asked her payment be accepted and the lease be renewed. A motion was made to accept the payment from Empire Tax by board member Ross Bradley, seconded by vice chair Malcom. Voting Yea was Board Chair Anderson, Board member Holder, Board Member Collin, and City Council Representative Myosha Crawford.

Jared Campbell presented drafts for other tenants rent increase. Downeast Builder will increase to \$1500, Stuver Studios will increase to \$1000 and Empire Tax will increase to \$300. A 90 day notice will be sent to tenants. Empire Tax lease will be upated January 1, 2023 and Downeast & Stuever Studio Leases will be updated February 1, 2023. A motion to approve the increase of tenant rent Downeast Builders to \$1500, Stuever Studios to \$1000 and Emmpire Tax to \$300 was made by Board member Collin, seconded by Board member Holder. Voting Yea: Chairman Anderson, Vice Chair Malcom, Board member Ross Bradley, City Council Representative Myosha Crawford. The lease by the Monroe Museum will also be reviewed and updated to increase the term from 1 year to 3 years. That lease will be presented at the next board meeting.

CITY UPDATE - City Administrator stated the lost negotiations with the county continue with a deadline of Dec 30th. The town green work continues with more unexpected expense. A grant has been applied for from the Walton Health foundation. Traffic calming on Midland Ave project is underway. He and staff Sara Shropshire are pursuing companies for a parking study. The council budget retreat will be November 18th. The DDA board will present concerns discussed during the DDA retreat. Staff will prepare a power point addressing concerns in parking, noise and public safety.

COUNTY UPDATE None.

COMMUNITY WORK PLAN &REPORTS

Downtown Design – the planters have been installed.

Redevelopment Projects will be discussed in executive session

Entertainment Draws staff member Aldridge gave a report on Light Up the Night. 5,700 people tracked through placers in downtown that evening. Aldridge also discussed options for carriage rides and other entertainment for the other candlelight shopping nights. It was reported carriage rides will only be 2 hours and will cost \$2100. The board discussed reservations should be made for these at the cost of \$10 per person. Aldridge will explore other entertainment options.

PROGRAMS

Farmers Market – Staff member Aldridge reported the Farm to Table Dinner is was a great success with the silent auction raising \$3,715 and sponsorships totaling \$4800. She stated she would have a full report at the next meeting and would like to discuss adding another position to the market and increasing market managers pay. The board stated they had heard good comments regarding the event. The suggestion was made to have a plated meal and have volunteers serve.

FUNDING

SPONSORSHIP- no updates to the 2022 sponsorship. Staff member Aldridge will order ornaments with the new city logo for sponsors from the Armory for the year end gift.

FAÇADE GRANT

Three grants were submitted for approval. Nedza's, Strange Taco and Chris Collin. After review, the board requested that the applications be resubmitted due to incorrect/incomplete application information. Staff member Aldridge will reach out to these businesses to request new applications be submitted.

COMMUNITY EVENTS GRANTS

None

ANNOUNCEMENTS

Next meeting will be held December 8th at 8:00 am, Monroe City Hall

A motion was made by board member Ross Bradley and seconded by Board member Whit Holder to move into executive session. Voting Yea: Chairman Anderson, Vice Chair Malcom, Board member Collin, City Council Representative Myosha Crawford.

ADJOURN

The meeting was adjourned at 9:00 am. Motion was made by Board Member Ross Bradley, second by Vice Chair Malcom.



Monroe, GA

DDA Income Statement

Account Summary

For Fiscal: 2022 Period Ending: 10/31/2022

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-336001	HOTEL MOTEL FUNDS	0.00	0.00	0.00	18,750.00	-18,750.00
002-7550-347300	EVENT FEES	0.00	0.00	1,952.00	4,283.00	-4,283.00
002-7550-347903	FARMERS MKT FEES	0.00	0.00	1,131.15	18,323.75	-18,323.75
002-7550-361000	INTEREST REVENUES	0.00	0.00	22.52	222.36	-222.36
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	445.37	4,587.61	-4,587.61
002-7550-371000	GENERAL CITY	0.00	0.00	0.00	16,975.00	-16,975.00
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	2,960.48	23,220.48	-23,220.48
002-7550-389000	OTHER	0.00	0.00	0.00	3,680.00	-3,680.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,796.41	17,830.19	-17,830.19
	Revenue Total:	0.00	0.00	8,307.93	107,872.39	
Expense						
002-7550-523301	EVENTS	0.00	0.00	67.64	3,518.97	-3,518.97
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	0.00	0.00	19.00	-19.00
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	0.00	0.00	1,625.00	-1,625.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	70.00	945.00	-945.00
002-7550-523600	DUES/FEES	0.00	0.00	0.00	12.00	-12.00
002-7550-523850	CONTRACT LABOR	0.00	0.00	900.00	10,560.00	-10,560.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	160.01	-160.01
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	0.00	125.00	-125.00
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,252.16	14,790.35	-14,790.35
002-7550-572030	DOWNTOWN DEVELOPMENT	0.00	0.00	0.00	37,535.00	-37,535.00
002-7550-573000	PAYMENTS TO OTHERS	0.00	0.00	0.00	940.00	-940.00
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	0.00	5,998.51	-5,998.51
	Expense Total:	0.00	0.00	2,289.80	76,228.84	
	Total Surplus (Deficit):	0.00	0.00	6,018.13	31,643.55	

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue	0.00	0.00	8,307.93	107,872.39	-107,872.39
Expense	0.00	0.00	2,289.80	76,228.84	-76,228.84
Total Surplus (Deficit):	0.00	0.00	6,018.13	31,643.55	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
002 - DOWNTOWN DEV FUND	0.00	0.00	6,018.13	31,643.55	-31,643.55
Total Surplus (Deficit):	0.00	0.00	6,018.13	31,643.55	



Monroe, GA

Budget Report

Account Summary

For Fiscal: 2022 Period Ending: 10/31/2022

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7500 - ECONOMIC DEV/ASSISTANCE							
Revenue							
275-7500-314100	HOTEL/MOTEL TAX	53,000.00	53,000.00	7,724.51	62,187.95	9,187.95	117.34 %
275-7500-319000	PEN & INT ON DELINQUENT TAXES	0.00	0.00	0.00	77.93	77.93	0.00 %
	Revenue Total:	53,000.00	53,000.00	7,724.51	62,265.88	9,265.88	117.48 %
Expense							
275-7500-572035	CONVENTION VISITORS BUREAU	53,000.00	53,000.00	0.00	54,008.79	-1,008.79	101.90 %
	Expense Total:	53,000.00	53,000.00	0.00	54,008.79	-1,008.79	101.90 %
	DEPT: 7500 - ECONOMIC DEV/ASSISTANCE Surplus (Deficit):	0.00	0.00	7,724.51	8,257.09	8,257.09	0.00 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG							
Revenue							
100-7520-347300	EVENT FEES	20,000.00	20,000.00	9,424.00	17,488.00	-2,512.00	87.44 %
	Revenue Total:	20,000.00	20,000.00	9,424.00	17,488.00	-2,512.00	87.44 %
Expense							
100-7520-511100	REGULAR SALARIES	201,613.00	204,078.76	17,507.15	135,022.70	69,056.06	66.16 %
100-7520-511200	PART - TIME/TEMPORARY SALARIES	18,000.00	18,000.00	0.00	3,841.36	14,158.64	21.34 %
100-7520-512100	GROUP INS	33,000.00	33,000.00	2,538.89	36,257.36	-3,257.36	109.87 %
100-7520-512200	SOCIAL SECURITY	13,616.00	13,616.00	1,071.86	8,451.24	5,164.76	62.07 %
100-7520-512300	MEDICARE	3,185.00	3,185.00	250.69	1,976.64	1,208.36	62.06 %
100-7520-512400	GMEBS-RETIREMENT CONTRIBUTION	21,735.00	21,735.00	1,661.40	16,614.00	5,121.00	76.44 %
100-7520-512910	MEDICAL EXAMS	100.00	100.00	0.00	0.00	100.00	0.00 %
100-7520-512915	EMPLOYEE ASSISTANCE PROGRAM	51.00	51.00	19.68	59.04	-8.04	115.76 %
100-7520-512916	WALTON ATHLETIC MEMBERSHIP	240.00	240.00	26.52	291.72	-51.72	121.55 %
100-7520-521200	PROFESSIONAL SERVICES	50,000.00	47,000.00	1,300.00	39,674.76	7,325.24	84.41 %
100-7520-521201	I/T SVCS - WEB DESIGN, ETC.	1,000.00	1,000.00	0.00	732.08	267.92	73.21 %
100-7520-522140	LAWN CARE & MAINTENANCE	1,100.00	1,100.00	0.00	525.00	575.00	47.73 %
100-7520-522145	HOLIDAY EVENTS	18,200.00	18,200.00	19,490.07	22,319.72	-4,119.72	122.64 %
100-7520-522208	MAINTENANCE CONTRACTS	4,910.00	4,910.00	312.19	2,965.00	1,945.00	60.39 %
100-7520-522322	EQUIPMENT RENTAL	180.00	180.00	10.60	98.68	81.32	54.82 %
100-7520-523200	COMMUNICATION SERVICES	2,600.00	2,100.00	78.64	952.51	1,147.49	45.36 %
100-7520-523300	ADVERTISING	15,000.00	15,000.00	1,926.18	8,160.19	6,839.81	54.40 %
100-7520-523301	EVENTS	105,000.00	105,000.00	3,672.63	70,339.91	34,660.09	66.99 %
100-7520-523400	PRINTING	2,000.00	2,000.00	0.00	1,460.16	539.84	73.01 %
100-7520-523510	TRAVEL EXPENSE	5,000.00	4,000.00	73.48	1,414.61	2,585.39	35.37 %
100-7520-523600	DUES/FEES	1,500.00	1,500.00	0.00	963.47	536.53	64.23 %
100-7520-523700	TRAINING & EDUCATION -EMPLOYEE	6,500.00	4,500.00	75.00	1,946.41	2,553.59	43.25 %
100-7520-523850	CONTRACT LABOR	3,500.00	3,500.00	0.00	3,218.50	281.50	91.96 %
100-7520-531100	OFFICE SUPPLIES & EXPENSES	5,000.00	10,000.00	40.19	9,462.03	537.97	94.62 %
100-7520-531110	SPONSORSHIPS/DONATIONS	5,000.00	3,500.00	0.00	500.00	3,000.00	14.29 %
100-7520-531121	COMPUTER EQUIP NON-CAP	1,500.00	3,000.00	2,691.96	2,691.96	308.04	89.73 %
100-7520-531199	COVID-19 EXPENSES	0.00	0.00	0.00	36.23	-36.23	0.00 %
100-7520-531203	OLD CITY HALL BLDG	500.00	1,500.00	0.00	1,062.63	437.37	70.84 %
100-7520-531300	FOOD	750.00	1,250.00	0.00	980.76	269.24	78.46 %
	Expense Total:	520,780.00	523,245.76	52,747.13	372,018.67	151,227.09	71.10 %
	DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Surplus (Deficit):	-500,780.00	-503,245.76	-43,323.13	-354,530.67	148,715.09	70.45 %
DEPT: 7521 - MAINSTREET							
Revenue							
100-7521-371003	MAIN STREET CONTRIBUTIONS	35,000.00	35,000.00	0.00	26,250.00	-8,750.00	75.00 %
	Revenue Total:	35,000.00	35,000.00	0.00	26,250.00	-8,750.00	75.00 %
	DEPT: 7521 - MAINSTREET Total:	35,000.00	35,000.00	0.00	26,250.00	-8,750.00	75.00 %

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7540 - CONVENTION VISITORS BUREAU							
Revenue							
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	0.00	54,008.79	54,008.79	0.00 %
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.54	3.07	3.07	0.00 %
003-7540-389000	OTHER	0.00	0.00	0.00	2,325.00	2,325.00	0.00 %
	Revenue Total:	0.00	0.00	0.54	56,336.86	56,336.86	0.00 %
Expense							
003-7540-523300	ADVERTISING	0.00	0.00	339.00	27,654.63	-27,654.63	0.00 %
003-7540-523600	DUES/FEES	0.00	0.00	0.00	511.00	-511.00	0.00 %
003-7540-523850	CONTRACT LABOR	0.00	0.00	250.00	6,075.00	-6,075.00	0.00 %
	Expense Total:	0.00	0.00	589.00	34,240.63	-34,240.63	0.00 %
	DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-588.46	22,096.23	22,096.23	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
Revenue							
002-7550-336001	HOTEL MOTEL FUNDS	0.00	0.00	0.00	18,750.00	18,750.00	0.00 %
002-7550-347300	EVENT FEES	0.00	0.00	1,952.00	4,283.00	4,283.00	0.00 %
002-7550-347903	FARMERS MKT FEES	0.00	0.00	1,131.15	18,323.75	18,323.75	0.00 %
002-7550-361000	INTEREST REVENUES	0.00	0.00	22.52	222.36	222.36	0.00 %
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	445.37	4,587.61	4,587.61	0.00 %
002-7550-371000	GENERAL CITY	0.00	0.00	0.00	16,975.00	16,975.00	0.00 %
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	2,960.48	23,220.48	23,220.48	0.00 %
002-7550-389000	OTHER	0.00	0.00	0.00	3,680.00	3,680.00	0.00 %
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,796.41	17,830.19	17,830.19	0.00 %
	Revenue Total:	0.00	0.00	8,307.93	107,872.39	107,872.39	0.00 %
Expense							
002-7550-523301	EVENTS	0.00	0.00	67.64	3,518.97	-3,518.97	0.00 %
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	0.00	0.00	19.00	-19.00	0.00 %
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	0.00	0.00	1,625.00	-1,625.00	0.00 %
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	70.00	945.00	-945.00	0.00 %
002-7550-523600	DUES/FEES	0.00	0.00	0.00	12.00	-12.00	0.00 %
002-7550-523850	CONTRACT LABOR	0.00	0.00	900.00	10,560.00	-10,560.00	0.00 %
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	160.01	-160.01	0.00 %
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	0.00	125.00	-125.00	0.00 %
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,252.16	14,790.35	-14,790.35	0.00 %
002-7550-572030	DOWNTOWN DEVELOPMENT	0.00	0.00	0.00	37,535.00	-37,535.00	0.00 %
002-7550-573000	PAYMENTS TO OTHERS	0.00	0.00	0.00	940.00	-940.00	0.00 %
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	0.00	5,998.51	-5,998.51	0.00 %
100-7550-523101	GENERAL LIABILITY INSURANCE	400.00	400.00	37.95	349.41	50.59	87.35 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	0.00	18,750.00	6,250.00	75.00 %
	Expense Total:	25,400.00	25,400.00	2,327.75	95,328.25	-69,928.25	375.31 %
	DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	-25,400.00	-25,400.00	5,980.18	12,544.14	37,944.14	-49.39 %
	Report Surplus (Deficit):	-491,180.00	-493,645.76	-30,206.90	-285,383.21	208,262.55	57.81 %

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7500 - ECONOMIC DEV/ASSISTANCE						
Revenue	53,000.00	53,000.00	7,724.51	62,265.88	9,265.88	117.48 %
Expense	53,000.00	53,000.00	0.00	54,008.79	-1,008.79	101.90 %
DEPT: 7500 - ECONOMIC DEV/ASSISTANCE Surplus (Deficit):	0.00	0.00	7,724.51	8,257.09	8,257.09	0.00 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG						
Revenue	20,000.00	20,000.00	9,424.00	17,488.00	-2,512.00	87.44 %
Expense	520,780.00	523,245.76	52,747.13	372,018.67	151,227.09	71.10 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Surplus (Deficit):	-500,780.00	-503,245.76	-43,323.13	-354,530.67	148,715.09	70.45 %
DEPT: 7521 - MAINSTREET						
Revenue	35,000.00	35,000.00	0.00	26,250.00	-8,750.00	75.00 %
DEPT: 7521 - MAINSTREET Total:	35,000.00	35,000.00	0.00	26,250.00	-8,750.00	75.00 %
DEPT: 7540 - CONVENTION VISITORS BUREAU						
Revenue	0.00	0.00	0.54	56,336.86	56,336.86	0.00 %
Expense	0.00	0.00	589.00	34,240.63	-34,240.63	0.00 %
DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-588.46	22,096.23	22,096.23	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT						
Revenue	0.00	0.00	8,307.93	107,872.39	107,872.39	0.00 %
Expense	25,400.00	25,400.00	2,327.75	95,328.25	-69,928.25	375.31 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	-25,400.00	-25,400.00	5,980.18	12,544.14	37,944.14	-49.39 %
Report Surplus (Deficit):	-491,180.00	-493,645.76	-30,206.90	-285,383.21	208,262.55	57.81 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
002 - DOWNTOWN DEV FUND	0.00	0.00	6,018.13	31,643.55	31,643.55
003 - CONVENTION & VISTORS BURI	0.00	0.00	-588.46	22,096.23	22,096.23
100 - GENERAL FUND	-491,180.00	-493,645.76	-43,361.08	-347,380.08	146,265.68
275 - HOTEL MOTEL TAX FUND	0.00	0.00	7,724.51	8,257.09	8,257.09
Report Surplus (Deficit):	-491,180.00	-493,645.76	-30,206.90	-285,383.21	208,262.55