# CITY OF MONROE DOWNTOWN DEVELOPMENT AUTHORITY MARCH 13, 2025 – 8:00 A.M.

## **AGENDA**

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- 1. Roll Call
- 2. Approval of Previous Meeting Minutes
  - a. January 9, 2025 Minutes
  - **b.** February 13, 2025 Minutes
- 3. Approval of Financial Statements
  - a. January Financials

## II. PUBLIC FORUM

- III. CITY UPDATE
- IV. COUNTY UPDATE
- V. ECONOMIC DEVELOPMENT UPDATE

## VI. COMMUNITY WORK PLAN & REPORTS

- 1. Downtown Design
- 2. Redevelopment Projects
- 3. Entertainment Draws

## VII. PROGRAMS

1. Farmers Market

## VIII. FUNDING

- 1. Sponsorship
- 2. Community Event Grants
- IX. NEW BUSINESS

## X. ANNOUNCEMENTS

1. Next Meeting – April 10, 2025 at 8:00 am at City Hall

## XI. ADJOURN

# CITY OF MONROE DOWNTOWN DEVELOPMENT AUTHORITY JANUARY 9, 2025 – MINUTES DRAFT

The Downtown Development Authority met for their regular meeting.

Those Present: Lisa Reynolds Anderson Chairwoman

Meredith Malcom Vice-Chairwoman

Andrea Gray
Whit Holder
Clayton Mathias
Brittany Palazzo
Chris Collin
Board Member
Board Member
Board Member
Board Member

Lee Malcom City Council Representative

Those Absent: None

Staff Present: Chris Bailey, Beth Thompson, Laura Beth Caudell, Brian Wilson, Kaitlyn

Stubbs, Logan Propes, Sandy Daniels

Visitors: None

## I. CALL TO ORDER - 8:00am

### 1. Roll Call

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

## 2. Approval of Previous Meeting Minutes

a. December 12, 2024 Minutes

To approve the minutes as presented.

Motion by Mathias, seconded by Collin. Passed Unanimously

## 3. Approval of Financial Statements

a. November Financials

To approve the November 2024 Financials as presented.

Motion by M. Malcom, seconded by Mathias. Passed Unanimously

## II. PUBLIC FORUM

There were no public comments.

### III.CITY UPDATE

Logan Propes- City Administrator- gave an HB 581 Overview—A reaction to the high home values that started in 2020-2022; the bill places limits on the assessed value of homestead parcels, values can only be raised by a maximum of 3%, provides for a Floating Local Option Sales Tax known as FLOST (to recoup funding), the bill is all or none so if one organization opts out-everyone is out; because Walton County has an existing exemption that is stronger it does

not count for them to opt out; The city will have to have three public hearings; has no effect on existing school tax exemptions; FLOST - a potential revenue replacement which would require a separate referendum, would require an intergovernmental agreement with county organizations; opting in would create future tax loss in 5-10 years; tax loss burdens would shift from residential properties to commercial and rental properties; opting in may adversely affect future bond rating which would increase interest rates on borrowing money; opting in is a permanent decision; opting out allows for a better control of the budget on a yearly basis- discussion about alternatives - a Monroe specific homestead exemption which would give a better prediction of revenues for budgetary stability; need to create a public information plan for the public meetings. Mr. Propes also updated everyone on the status of the Hotel RFQ. The RFQ will remain open until April. We have a few interested parties.

Chris Bailey- Assistant City Administrator- Monroe sign monument will be installed in the next couple of weeks-be on the lookout for dates. TAP grant will go up for approval at next week's City Council meeting and one for Lumpkin/Broad will go out soon; Hotel RFP is live;

### IV. COUNTY UPDATE

There was no update from the County.

### V. ECONOMIC DEVELOPMENT UPDATE

Mr. Brian Wilson discussed the Hotel RFQ and the growing numbers if the Economic Development Facebook page.

## VI. COMMUNITY WORK PLAN & REPORTS

## 1. Downtown Design

Ms. Brittany Palazzo met with mural person usual price is \$30/sq and the wall (Spring St near Quality Foods) is over 2000 sqft - \$80k – would like the city wash and prime the wall; maybe have her lead the project and then have local art students work with her; maybe find a smaller wall that fits the \$10k budget; discussion continued about design themes

## 2. Redevelopment Projects

There were no redevelopment projects.

## 3. Entertainment Draws

Ms. Sandy Daniels discussed the first second Saturday event, Love Your City. There was also discussion of the upcoming Car Show in March.

## VII. PROGRAMS

## 1. Farmers Market

Ms. Sandy discussed the market being bigger this year with plans to have once a month artisan markets.

## VIII. FUNDING

## 1. Sponsorship

Ms. Sandy Daniels discussed that sponsorships continue to roll in. The board would like a list of both current and past sponsors.

## 2. Community Event Grants

There were no community event grants.

## IX. NEW BUSINESS

There was no new business.

## X. ANNOUNCEMENTS

1. Next Meeting – February 13, 2025 at 8:00 at City Hall

## XI. ADJOURN- 8:58am

Motion by Holder, seconded M. Malcom. Passed Unanimously

# CITY OF MONROE DOWNTOWN DEVELOPMENT AUTHORITY FEBRUARY 13, 2025 – MINUTES DRAFT

The Downtown Development Authority met for their regular meeting.

Those Present: Lisa Reynolds Anderson Chairwoman

Meredith Malcom Vice-Chairwoman

Andrea Gray
Whit Holder
Brittany Palazzo
Chris Collin
Secretary
Board Member
Board Member
Board Member

Lee Malcom City Council Representative

Those Absent: Clayton Mathias Board Member

Staff Present: Chris Bailey, Beth Thompson, Laura Beth Caudell, Brian Wilson, Logan

Propes, Kaitlyn Stubbs, John Howard

Visitors: Marc Kreutchic, Patrick Quinn

## I. CALL TO ORDER - 8:04am

### 1. Roll Call

Chairwoman Anderson noted that all Committee Members were present, except Board Members Clayton Mathias. There was a quorum.

## 2. Approval of Financial Statements

a. December Financials

To approve the December 2024 Financials as presented.

Motion by M. Malcom, seconded by Holder. Passed Unanimously

## II. PUBLIC FORUM

Marc Kreuthchic, new manager of the Scoops franchise, introduced himself to the Downtown Development Authority.

Patrick Quinn discussed that the QR codes are great but not for those who are elderly or disabled. He would like for the DDA to consider welcoming guides for visitors. It would also help businesses. He referenced a program used in Philadelphia.

## III.CITY UPDATE

Logan Propes – City Administrator discussed that they are still working with attorneys and the Arnolds on the Spring St property. Discussed the need to address any stipulations the DDA may want to have in this contract. Also, discussed putting a cap on the legal fees associated with obtaining this property. Logan mentioned the GEFA grant that the City has been awarded to help

change out electrical structures throughout town. There was also discussion about the March 5<sup>th</sup> meeting with the GDOT, and legislators on pushing for the northern leg of the bypass.

Chris Bailey – Assistant City Administrator discussed the Monroe monument having been pushed back due to the weather. Noted that when there are consecutive days of good weather it can move forward. The monument will be set and then plans for a lighting can be done.

## IV. COUNTY UPDATE

There was no update from the County.

## V. ECONOMIC DEVELOPMENT UPDATE

Mr. Brian Wilson – Hotel RFQ is still open and will close on April 3<sup>rd</sup>. There are a few serious inquiries. Facebook pages continues to grow by 31% from last month. We added two downtown business this month and lost one.

## VI. COMMUNITY WORK PLAN & REPORTS

## 1. Downtown Design

Sandy expressed looking forward to the statues being on the ground, the expected delivery date is February 21<sup>st</sup>. It will be a good way to add art to the Downtown area. Also, adding newly designed banners throughout the downtown area.

## 2. Redevelopment Projects

A new spa is going in on Davis St., a Pilates studio will be coming to town, Elixir should open on March 1<sup>st</sup>, and Grizzle is still a few months out from opening.

## 3. Entertainment Draws

The car show will have a vendor market at the town green. There will be bands playing throughout the day. All concerts for the year are booked with the first one being May 2<sup>nd</sup>. The City has added a partnership with Onstage and will doing a Monroe's Got Talent sometime this fall. The first 2<sup>nd</sup> Saturday was February8th and it went well. Laura Beth will be conducting a survey with our downtown business owners to see how they did on that day. The next one will be Bouquet day the Saturday of Mother's Day Weekend. This past Monday, February 10<sup>th</sup>, Paul Milliken with Fox 5 paid a visit to the Story Shop. The Crepe Myrtle Festival will return this year, Steve Brown has pulled scrapbooks of the old Crepe Myrtle festivals.

### VII. PROGRAMS

## 1. Farmers Market

Farmers Market will open April 5<sup>th</sup>. Audrey joined in on the first second Saturday event with an Artisan market. The plan is for there to be an Artisan market once a month. She has also created a children's program called Vegecation to help teach children to love vegetables. She has partnered with a local school teacher to help with this program.

## VIII. FUNDING

## 1. Sponsorship

There is a need for big Car Show sponsors. The concert series has secured sponsorship from the Eulalia Group. The group Renewal by Anderson has sponsored quite a few events for this upcoming year.

## 2. Community Event Grants

a. Monroe Country Day School 5K-

Approval of permit was received this morning.

Motion by Meredith Malcolm, Seconded by Collin Approved unanimously

## IX. NEW BUSINESS

Chairwoman Lisa Anderson mentioned the need to discuss the Stakeholders dinner. There was discussion that volunteers, business owners, and golden hammer businesses would be recognized at the March City Council Meeting. There would then be a drop-in recognition on March 20<sup>th</sup> from 5-7pm. Sandy Daniels requested suggestions for catering.

## X. ANNOUNCEMENTS

1. Next Meeting – March 13, 2025 at 8:00 at City Hall

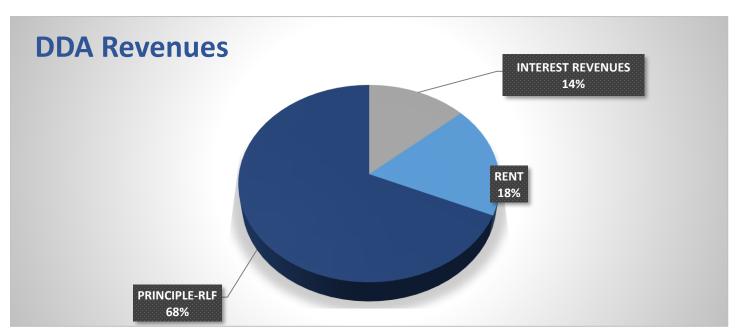
XI. ADJOURN- 8:48am

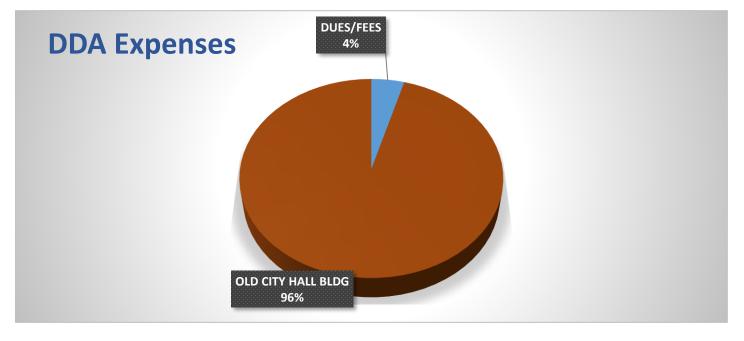
Motion by Collin, seconded Gray. Passed Unanimously

# **DOWNTOWN DEVELOPMENT AUTHORITY**

# January 2025

	1	MTD	YTD
Re	venue	2,750	2,750
Ex	pense	1,133	1,133
Profi	it/(Loss)	1,617	1,617





# DDA Income Statemen



Account Summary
For Fiscal: 2025 Period Ending: 01/31/2025

		Original	Current			Budget
		Total Budget	Total Budget	MTD Activity	YTD Activity	Remaining
Revenue						
002-7550-336100	CITY FUNDING OF DDA	25,000.00	25,000.00	0.00	0.00	25,000.00
002-7550-361000	INTEREST REVENUES	100.00	100.00	8.03	8.03	91.97
002-7550-361002	INTEREST-REVOLVING LOAN FUND	4,100.00	4,100.00	362.76	362.76	3,737.24
002-7550-381011	RENTAL - 227 S BROAD	6,000.00	6,000.00	500.00	500.00	5,500.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	22,718.00	22,718.00	1,879.02	1,879.02	20,838.98
	Revenue Total:	57,918.00	57,918.00	2,749.81	2,749.81	
Expense						
002-7550-521200	PROFESSIONAL SERVICES	4,000.00	4,000.00	0.00	0.00	4,000.00
002-7550-522140	LAWN CARE & MAINTENANCE	4,000.00	4,000.00	0.00	0.00	4,000.00
002-7550-523301	MISC EVENTS	9,000.00	9,000.00	0.00	0.00	9,000.00
002-7550-523510	TRAVEL EXPENSE	5,000.00	5,000.00	0.00	0.00	5,000.00
002-7550-523600	DUES/FEES	660.00	660.00	50.07	50.07	609.93
002-7550-523901	DOWNTOWN MURALS	10,000.00	10,000.00	0.00	0.00	10,000.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	0.00	1,500.00
002-7550-531203	OLD CITY HALL BLDG	15,000.00	15,000.00	1,082.79	1,082.79	13,917.21
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	3,758.00	3,758.00	0.00	0.00	3,758.00
002-7550-579001	CONTINGENCIES	5,000.00	5,000.00	0.00	0.00	5,000.00
	Expense Total:	57,918.00	57,918.00	1,132.86	1,132.86	
	Total Surplus (Deficit):	0.00	0.00	1,616.95	1,616.95	

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Date Range: 01/01/2025 - 01/31/2025

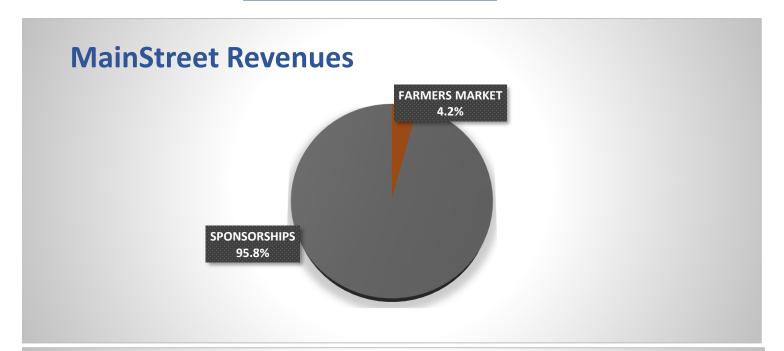
Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
<u>002-111104</u>	DDA SYNOVUS	364,399.71	6,238.59	1,333.86	4,904.73	369,304.44
<u>002-111108</u>	DOWNTOWN DOLLARS SYNOVUS	25,395.49	2,603.04	4,600.00	-1,996.96	23,398.53
<u>002-111111</u>	DDA LOAN CHECKING-AF	40,432.80	3.44	0.00	3.44	40,436.24
<u>002-111145</u>	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
<u>002-111151</u>	RLF - SYNOVUS	166,463.37	2,244.33	0.00	2,244.33	168,707.70
<u>002-111901</u>	ACCOUNTS RECEIVABLE - MISC	3,434.62	2,241.78	9,111.02	-6,869.24	-3,434.62
<u>002-121104</u>	ACCTS PAYABLE-DOWNTOWN DOLLARS	-14,491.07	4,600.00	2,601.00	1,999.00	-12,492.07
Liability						
002-121100	ACCOUNTS PAYABLE	-5,299.34	3,434.62	2,102.97	1,331.65	-3,967.69
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-580,835.58	0.00	0.00	0.00	-580,835.58
Revenue						
<u>002-7550-361000</u>	INTEREST REVENUES	0.00	0.00	8.03	-8.03	-8.03
<u>002-7550-361002</u>	INTEREST-REVOLVING LOAN FUND	0.00	0.00	362.76	-362.76	-362.76
<u>002-7550-381011</u>	RENTAL - 227 S BROAD	0.00	0.00	500.00	-500.00	-500.00
<u>002-7550-389003</u>	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,879.02	-1,879.02	-1,879.02
Expense						
<u>002-7550-523600</u>	DUES/FEES	0.00	50.07	0.00	50.07	50.07
002-7550-531203	OLD CITY HALL BLDG	0.00	1,082.79	0.00	1,082.79	1,082.79
	Fund 002 Total:	0.00	22,498.66	22,498.66	0.00	0.00
	Report Total:	0.00	22,498.66	22,498.66	0.00	0.00

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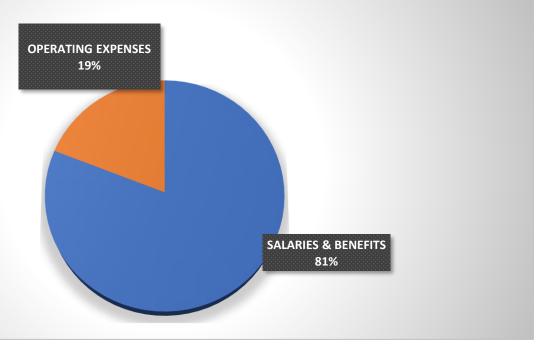
# **MainStreet**

# January 2025

	MTD	YTD
Revenue	8,237	196,551
Expense	55,247	412,437
Profit/(Loss)	(47,010)	(215,887)











For Fiscal: 2025 Period Ending: 01/31/2025

						Variance	
		Original	Current	Period	Fiscal	Favorable	Percent
		Total Budget	Total Budget	Activity	Activity	(Unfavorable)	Kemaining
Revenue							
DEPT: 7521 - MAINSTREET							
<u>100-7521-347301</u>	CAR SHOW	15,000.00	15,000.00	0.00	0.00	-15,000.00	100.00 %
100-7521-347302	CONCERTS	10,000.00	10,000.00	0.00	0.00	-10,000.00	100.00 %
100-7521-347304	FALL FESTIVAL	25,000.00	25,000.00	0.00	0.00	-25,000.00	100.00 %
<u>100-7521-347305</u>	CHRISTMAS PARADE	7,500.00	7,500.00	0.00	0.00	-7,500.00	100.00 %
<u>100-7521-347306</u>	FARM TO TABLE	5,000.00	5,000.00	0.00	0.00	-5,000.00	100.00 %
<u>100-7521-347307</u>	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00	100.00 %
<u>100-7521-347308</u>	SUMMER FESTIVAL	22,000.00	22,000.00	0.00	0.00	-22,000.00	100.00 %
<u>100-7521-347903</u>	FARMERS MARKET	14,000.00	14,000.00	600.00	600.00	-13,400.00	95.71 %
<u>100-7521-371000</u>	SPONSORSHIPS	90,000.00	90,000.00	13,750.00	13,750.00	-76,250.00	84.72 %
	DEPT: 7521 - MAINSTREET Total:	190,500.00	190,500.00	14,350.00	14,350.00	-176,150.00	92.47%
	Revenue Total:	190,500.00	190,500.00	14,350.00	14,350.00	-176,150.00	92.47%
Expense							
DEPT: 7521 - MAINSTREET							
100-7521-511100	REGULAR SALARIES	71,650.00	71,650.00	10,443.57	10,443.57	61,206.43	85.42 %
<u>100-7521-511200</u>	PART TIME/TEMPORARY SALARIES	13,000.00	13,000.00	0.00	0.00	13,000.00	100.00 %
<u>100-7521-512100</u>	GROUP INS	13,000.00	13,000.00	1,094.82	1,094.82	11,905.18	91.58 %
<u>100-7521-512200</u>	SOCIAL SECURITY	5,372.00	5,372.00	631.20	631.20	4,740.80	88.25 %
<u>100-7521-512300</u>	MEDICARE	1,257.00	1,257.00	147.62	147.62	1,109.38	88.26 %
<u>100-7521-512400</u>	GMEBS-RETIREMENT CONTRIBUTI	7,245.00	7,245.00	717.39	717.39	6,527.61	90.10 %
<u>100-7521-512910</u>	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00	100.00 %
100-7521-512915 100-7521-512916	EMPLOYEE ASSISTANCE PROGRAM	50.00	50.00	6.82	6.82	43.18	86.36 %
100-7521-521200	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	0.00	0.00	110.00	100.00 %
100-7521-521200	PROFESSIONAL SERVICES	2,500.00	2,500.00	1,607.66	1,607.66	892.34	35.69 %
100-7521-522140	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	0.00	250.00	100.00 %
100-7521-522145	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
100-7521-522208	HOLIDAY EVENTS  MAINTENANCE CONTRACTS	20,000.00 1,750.00	20,000.00 1,750.00	0.00 171.49	0.00	20,000.00 1,578.51	100.00 % 90.20 %
100-7521-523200	COMMUNICATION SERVICES	500.00	500.00	0.00	171.49 0.00	500.00	100.00 %
100-7521-523210	POSTAGE	250.00	250.00	0.00	0.00	250.00	100.00 %
100-7521-523300	ADVERTISING	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
100-7521-523301	MISC EVENTS	31,000.00	31,000.00	0.00	0.00	31,000.00	100.00 %
100-7521-523303	FARMERS MKT-GIFT CERTS	150.00	150.00	0.00	0.00	150.00	100.00 %
100-7521-523304	FARMERS MKT-SR BUCKS	600.00	600.00	0.00	0.00	600.00	100.00 %
100-7521-523305	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	0.00	500.00	100.00 %
100-7521-523306	FARMERS MKT-ENTERTAINMENT	750.00	750.00	0.00	0.00	750.00	100.00 %
100-7521-523310	MARKETING EXPENSES	4,000.00	4,000.00	0.00	0.00	4,000.00	100.00 %
100-7521-523400	PRINTING	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
100-7521-523510	TRAVEL EXPENSE	6,500.00	6,500.00	0.00	0.00	6,500.00	100.00 %
100-7521-523600	DUES/FEES	1,000.00	1,000.00	200.00	200.00	800.00	80.00 %
100-7521-523700	TRAINING & EDUCATION	2,500.00	2,500.00	0.00	0.00	2,500.00	100.00 %
100-7521-523850	CONTRACT LABOR	50,000.00	50,000.00	0.00	0.00	50,000.00	100.00 %
100-7521-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
100-7521-531102	FURNITURE <5,000	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
100-7521-531110	SPONSORSHIPS/DONATIONS	500.00	500.00	1,000.00	1,000.00	-500.00	-100.00 %
100-7521-531119	UNIFORM EXPENSE	300.00	300.00	0.00	0.00	300.00	100.00 %
100-7521-531121	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
100-7521-531175	FARMERS MARKET EXP	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
100-7521-531177	CAR SHOW EXP	25,000.00	25,000.00	0.00	0.00	25,000.00	100.00 %
100-7521-531178	CONCERT EXP	60,000.00	60,000.00	0.00	0.00	60,000.00	100.00 %
100-7521-531179	SUMMER FESTIVAL EXP	6,000.00	6,000.00	0.00	0.00	6,000.00	100.00 %

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For Fiscal: 2025 Period Ending: 01/

						Variance	
		Original	Current	Period	Fiscal	Favorable	Percent
		Total Budget	Total Budget	Activity	Activity	(Unfavorable)	Remaining
100-7521-531180	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
100-7521-531181	CHRISTMAS PARADE EXP	19,000.00	19,000.00	0.00	0.00	19,000.00	100.00 %
100-7521-531182	FARM TO TABLE EXP	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
100-7521-531183	CANDLELIGHT SHOPPING EXP	7,200.00	7,200.00	0.00	0.00	7,200.00	100.00 %
100-7521-531300	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	16,020.57	16,020.57	394,438.43	96.10%
DEPT: 7550 - DO	WNTOWN DEVELOPMENT						
100-7550-523101	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	97.50	97.50	1,310.50	93.08 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	0.00	0.00	25,000.00	100.00 %
	DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:	26,408.00	26,408.00	97.50	97.50	26,310.50	99.63%
	Expense Total:	436,867.00	436,867.00	16,118.07	16,118.07	420,748.93	96.31%
	Report Surplus (Deficit):	-246,367.00	-246,367.00	-1,768.07	-1,768.07	244,598.93	99.28%

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