



Downtown Development Authority

AGENDA

Thursday, April 14, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

- [1.](#) March Minutes
- [2.](#) DDA Called Meeting Minutes

APPROVAL OF PREVIOUS EXECUTIVE SESSION MEETING MINUTES

March 10, 2022

March 18, 2022

APPROVAL OF FINANCIAL STATEMENTS

- [3.](#) DDA Financials - Feb.

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN & REPORTS

Downtown Design

Redevelopment Projects

Entertainment Draws -

PROGRAMS

Farmers Market

FUNDING

SPONSORSHIP

FACADE GRANTS - none

COMMUNITY EVENT GRANTS

[4.](#) Monroe Cotton Mills - Food Truck Friday - 4/22/22

NEW BUSINESS**ANNOUNCEMENTS:**

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

ADJOURN



Downtown Development Authority

MINUTES

Thursday, March 10, 2022

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
- Vice Chair Meredith Malcom
- Secretary Andrea Gray
- Board Member Ross Bradley
- Board Member Chris Collin

ABSENT

- Board Member Whit Holder
- Board Member Wesley Sisk
- City Council Representative Myoshia Crawford

STAFF

- Les Russell
- Leigh Ann Aldridge
- Garrett Range
- Chris Bailey

APPROVAL OF PREVIOUS MEETING MINUTES

. February DDA Minutes

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

Board Member Collin

APPROVAL OF PREVIOUS EXECUTIVE SESSION MINUTES

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

APPROVAL OF FINANCIAL STATEMENTS

. 2022 DDA Budget

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

. DDA January Financials

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

PUBLIC FORUM

None.

CITY UPDATE

Final public input meeting for the Comprehensive Plan will be Friday, March 18th, at City Hall from 4 to 7 pm; Downtown Green construction is out for bid; Milner-Aycock building RFP to be posted again this week with modifications; the city has restructured the previous Economic Development position to become a Community Development role and moved the city planner to report directly to the city administrator; new position created to hire a GIS planner; city is replacing the dam in Childers Park at this time

COUNTY UPDATE

None.

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Banners have arrived, but they have a wind flap that isn't supposed to be there. Leigh Ann is communicating with the company to resolve the issue; light poles are being repainted and brackets ordered; pocket park work is complete.

Redevelopment Projects

Entertainment Draws

Car show moved to 3/19 due to weather; April 8th will be Unicorn Day; Food Truck Friday on 4/25; city staff met to go over all events for 2022; decision made to hold summer concerts on Midland and Court Street for this year.

PROGRAMS

Farmers Market

Next pop-market on April 16th.

FUNDING

SPONSORSHIP

FACADE GRANTS - None.

COMMUNITY EVENT GRANTS - None.

NEW BUSINESS

Motion made by Ross Bradley and seconded by Andrea Gray to amend the agenda and add Executive Session. Board approved unanimously.

Adjourn to EXECUTIVE SESSION

Motion made by Secretary Gray, Seconded by Vice Chair Malcom.

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

Real Estate matters were discussed.

Adjourn EXECUTIVE SESSION

Motion made by Board Member Bradley, Seconded by Secretary Gray.

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

ANNOUNCEMENTS:

Next meeting scheduled, April 14th, at 8:00 am at Monroe City Hall.

Strange Taco has begun construction.

ADJOURN

Motion made by Vice Chair Malcom, Seconded by Board Member Bradley.

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

Board Member Collin



Called Downtown Development Authority

MINUTES

Friday, March 18, 2022

8:30 AM

215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:30 am.

ROLL CALL

PRESENT

Vice Chair Meredith Malcom
Secretary Andrea Gray
Board Member Whit Holder
Board Member Wesley Sisk
Board Member Ross Bradley

ABSENT

Chairman Lisa Anderson
Board Member Chris Collin
City Council Representative Myoshia Crawford

CITY STAFF

Sadie Krawczyk
Leigh Ann Aldridge
Logan Propes

EXECUTIVE SESSION

Move into Executive Session - Motion made by Secretary Gray, Seconded by Board Member Holder.

Voting Yea: Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley

Real estate matters were discussed. No action was taken.

Adjourn Executive Session - Motion made by Board Member Bradley, Seconded by Secretary Gray. Voting Yea: Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley

NEW BUSINESS

None.

ANNOUNCEMENTS:

Next meeting scheduled, April 14th, at 8:00 am at Monroe City Hall.

ADJOURN

Motion made by Board Member Holder, Seconded by Board Member Sisk.
Voting Yea: Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley

DDA Income Statement

Account Summary

For Fiscal: 2022 Period Ending: 02/28/2022



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-347903	FARMERS MKT FEES	0.00	0.00	993.96	1,922.66	-1,922.66
002-7550-361000	INTEREST REVENUES	0.00	0.00	23.24	46.41	-46.41
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	469.14	941.23	-941.23
002-7550-371000	GENERAL CITY	0.00	0.00	14,225.00	14,225.00	-14,225.00
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	1,700.00	4,400.00	-4,400.00
002-7550-389000	OTHER	0.00	0.00	-9,725.00	0.00	0.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,772.64	3,542.33	-3,542.33
	Revenue Total:	0.00	0.00	9,458.98	25,077.63	
Expense						
002-7550-523301	EVENTS	0.00	0.00	450.00	450.00	-450.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	35.00	35.00	-35.00
002-7550-523850	CONTRACT LABOR	0.00	0.00	1,360.00	2,260.00	-2,260.00
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	75.00	125.00	-125.00
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,611.46	3,066.00	-3,066.00
002-7550-572030	DOWNTOWN DEVELOPMENT	0.00	0.00	1,500.00	1,500.00	-1,500.00
002-7550-573000	PAYMENTS TO OTHERS	0.00	0.00	700.00	700.00	-700.00
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	656.77	1,335.44	-1,335.44
	Expense Total:	0.00	0.00	6,388.23	9,471.44	
	Total Surplus (Deficit):	0.00	0.00	3,070.75	15,606.19	



Downtown Community Event Grant



PURPOSE & DESCRIPTION

The purpose of this program is to stimulate community involvement in Downtown Monroe. Grant funds are an incentive for groups and individuals to hold events in our historic downtown for the community at large.

The Monroe Downtown Development Authority (DDA) Community Event Match will provide a 50/50 investment match ratio up to a maximum of \$250 per event, as a reimbursement once pre-approved events are completed.

ELIGIBILITY

The program will be open to all community members. Events must take place within the DDA boundaries, must be open to the public, and the profits must benefit downtown development or another community non-profit. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the grant program each year to determine if sufficient funding is available to continue accepting grant applications.

EXAMPLES OF EVENTS

- Outdoor concert
- Family Festival
- Movie night
- Craft fair
- Road races

APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA board will determine grant awards based on benefit to downtown and available funds.

The full process includes:

- A completed application
- Event description
- Proper permits from Code Department for road closings/peddlers permits (if applicable)
- Review/audit of event
- Provide copies of paid receipts to DDA within 30 days of event
- Reimbursement of 50% for event expenses up to a maximum of \$250
- Donation of a portion of event proceeds to downtown development or local non-profit

APPLICATION FOR EVENT GRANT

EVENT NAME: FOOD TRUCK FRIDAY

LOCATION OF EVENT: Monroe Cotton Mills, 601 S. Madison Ave., Monroe, GA 30655

EVENT DATE: 04/22/2022

BENEFITTING ORGANIZATION: NG3

CONTACT NAME: Paul Rosenthal

TELEPHONE NUMBER: 770-267-2503


EMAIL: plr@prestonmalcom.com

Please attach a brief description of proposed event. (Note: to receive payment, event must take place as described)

ESTIMATED COST: \$5500.00

GRANT MONEY APPLYING FOR: \$250.00

I understand that the incentive match must be used for the event described in this application and that the event must benefit downtown development or a local non-profit before the payment will be considered.

SIGNATURE:  DATE: 03/09/2022

Monroe DDA
 P.O. Box 1249
 Monroe, GA 30655
 770-266-5331
 sadiek@monroega.gov
 www.MonroeDowntown.com

CHECKLIST

- Application is complete
- Event Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if needed)
- City permits applied for (if applicable)
- Documentation of gift to benefitting organization