



Downtown Development Authority

AGENDA

Thursday, March 14, 2019

8:00 AM

City Hall

ROLL CALL

CALL TO ORDER

APPROVAL OF PREVIOUS MEETING MINUTES

- [1.](#) Minutes from February 14, 2019

APPROVAL OF FINANCIAL STATEMENTS

- [2.](#) January Financial Statements

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

Parking

Infill Development

New Entertainment Draws

PROGRAMS

Events

Downtown Design

Farmers Market

FUNDING

SPONSORSHIP

[3.](#) 2019 Sponsorship to date

FACADE GRANTS

[Facade](#) Grant - 133 S Broad Street

[Facade](#) Grant - 135 S Broad Street

COMMUNITY EVENT GRANTS

NEW BUSINESS

[6.](#) 2019 DDA Budget

ANNOUNCEMENTS:

Next meeting scheduled, April 11th, at 8:00 am at Monroe City Hall

ADJOURN

Backup material for agenda item:

1. Minutes from February 14, 2019



Downtown Development Authority

MINUTES

Thursday, February 14, 2019

8:00 AM

City Hall

CALL TO ORDER

Meeting was called to order at 8:05 am.

ROLL CALL

PRESENT

Chairman Lisa Anderson

Vice Chair Meredith Malcom

Secretary Andrea Gray

Board Member Whit Holder

Board Member Wesley Sisk

Board Member Charles Sanders

City Council Representative Ross Bradley

ABSENT

Board Member Mike Gray

City Staff Present: Sadie Krawczyk, Leigh Ann Walker, Logan Propes, Darrell Stone, Les Russell.

Public present: Shelan Farmer, Sharon Fetzer, Ashley Housley, Kevin Jones

APPROVAL OF PREVIOUS MEETING MINUTES

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

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Sanders, City Council Representative Bradley

DDA Minutes January 10th

APPROVAL OF FINANCIAL STATEMENTS

Motion made by City Council Representative Bradley, Seconded by Vice Chair Malcom.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,
Board Member Sisk, Board Member Sanders, City Council Representative Bradley

DDA December Financials

PUBLIC FORUM

None.

CITY UPDATE

Ms. Krawczyk announced that Southern Brewing Co. had signed a lease downtown, there are currently no vacancies for leasable space downtown, 2 buildings are for sale. The monroedowntown.com is being updated, new website will be live by our next meeting.

COMMUNITY WORK PLAN &REPORTS

Parking

New parking signs are being created by A1 signs.

Infill Development

No update.

New Entertainment Draws

2019 event cards ready for direct mail; Dock Dogs, Book Festival, and flower festival planning are underway.

PROGRAMS

Events - Chocolate Walk recap, Concert Series

Downtown Design - trash can update

Farmers Market - 2019 forms online

FUNDING

SPONSORSHIP

2019 Sponsorship

FACADE GRANTS

133 S. Broad Street

Approved for \$315.00

Motion made by City Council Representative Bradley, Seconded by Board Member Sanders.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,
Board Member Sisk, Board Member Sanders, City Council Representative Bradley

COMMUNITY EVENT GRANTS

MCDS 5K Race

Approved for \$250.00

Motion made by Secretary Gray, Seconded by Board Member Holder.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,
Board Member Sisk, Board Member Sanders, City Council Representative Bradley

Food Truck Friday Event

Approved for \$250.00

Motion made by Vice Chair Malcom, Seconded by City Council Representative Bradley.
Voting Yea: Chairman Anderson, Secretary Gray, Secretary Gray, Board Member Holder, Board
Member Sisk, Board Member Sanders, Board Member Holder

NEW BUSINESS

Andrea Gray was appointed as DDA Secretary after a motion from Charles Sanders and a second from Whit Holder. Approved unanimously.

Meredith Malcom was appointed as DDA Vice Chairman after a motion from Ross Bradley and a second from Andrea Gray. Approved unanimously.

The board voted unanimously to update the mailing address in the DDA bylaws to the current city mailing address of P.O. Box 1249, Monroe, GA 30655 after a motion from Charles Sanders and a second from Wesley Sisk.

2019 GMA Heart & Soul Workshop - May 23, 2019

2019 Budget Planning

ANNOUNCEMENTS:

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

County Update from Patrice Broughton:

Commissioners' retreat is taking place 2/14/19 to discuss SPLOST spending and other items.

ADJOURN

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

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Sanders, City Council Representative Bradley

Backup material for agenda item:

2. January Financial Statements

12:39 PM
02/15/19
Accrual Basis

Monroe Downtown Development Authority
Profit & Loss
January 2019

	Jan 19
Ordinary Income/Expense	
Income	
361000 · Interest Income	4.64
371000 · Memberships & Contributions	7,793.00
Total Income	7,797.64
Expense	
582303 · Other Interest Expense	949.37
572030 · Downtown Development	9,000.00
523301 · Event Expenses	54.04
531203 · Old City Hall	
531203U · Utilities	2,411.93
Total 531203 · Old City Hall	2,411.93
Total Expense	12,415.34
Net Ordinary Income	-4,617.70
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	1,500.00
Total Other Income	1,500.00
Net Other Income	1,500.00
Net Income	-3,117.70

12:40 PM
02/15/19
Accrual Basis

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

	Jan 31, 19
ASSETS	
Current Assets	
Checking/Savings	
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	28,092.16
111111 · Synovus 100-097-081-2	9,716.59
111100 · General Fund Checking	54,439.42
Total Checking/Savings	92,748.17
Total Current Assets	92,748.17
TOTAL ASSETS	92,748.17
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
121200 · Accts. Payable - DT Dollars	910.00
Total Other Current Liabilities	910.00
Total Current Liabilities	910.00
Total Liabilities	910.00
Equity	
134220 · Fund Balance Unreserved	94,955.87
Net Income	-3,117.70
Total Equity	91,838.17
TOTAL LIABILITIES & EQUITY	92,748.17

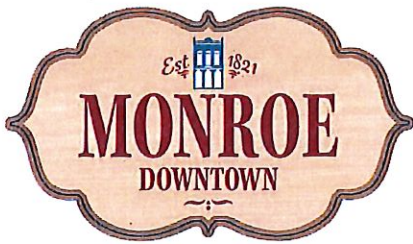
Backup material for agenda item:

3. 2019 Sponsorship to date

Committee	Business	Contact	2019 Status	DDA \$	2019 Amt	2018 Amt
	Charles M. Walker Foundation	Charles Sanders	paid	\$ 4,500.00	4500	3500
	McGriff Insurance	Cheryl Greeley	paid	\$ 2,500.00	2500	2500
	Brown Oil Distributers	Wesley Sisk	paid	\$ 2,500.00	2500	1875
	Preston & Malcom	Kaitlin Garcia	paid 1/2	\$ 1,250.00	2500	2500
	Synovus Bank	Meredith Malcom	paid	\$ 1,500.00	1500	1500
	Synovus Bank	Meredith Malcom	paid	\$ 1,500.00	1500	1500
	Monroe Animal Care Hospital	Asha Wise	paid	\$ 1,500.00	1500	1500
	Walton Mill	Whit Holder	paid	\$ 1,000.00	1000	1000
	Rinse	Heather Swanepoel	paid	\$ 1,000.00	1000	1000
	Andrea Gray	Andrea Gray	paid 1/2	\$ 500.00	1000	1000
	Malcom & Malcom	Lee Malcom	committed	\$ -	1000	0
	Great Oaks	Melinda Dally	paid	\$ 525.00	525	525
	George Walton Academy		paid	\$ 500.00	500	0
	Jackson Realty	Neal Jackson	paid	\$ 500.00	500	500
	Saltbox Lane	Maghan Smith	paid	\$ 500.00	500	0
	Peters & Fosters	Laura Peters	paid	\$ 500.00	500	500
	Georgia Reclaimed	Whit Holder	paid	\$ 500.00	500	500
	The Gilded Lily	Don McPherson	paid 1/4	\$ 125.00	500	0
	Hometown Tire & Automotive		paid	\$ 250.00	250	250
	Pot Luck Café	Kenny Searcy	paid	\$ 250.00	250	250
	Amici	Josh Gentrup	paid	\$ 250.00	250	0
	Patti Souther		paid	\$ 250.00	250	250
	Monroe Local	Sharon Swanepoet	paid	\$ 250.00	250	250
	Monroe Auto & Tire	Ryan Noll	paid	\$ 250.00	250	250
	McDaniel Tichenor House	Connie New	paid	\$ 250.00	250	250
	Purvis Realty	Nathan Purvis	paid	\$ 250.00	250	250
	JL Designs	Jeff Lott	paid	\$ 250.00	250	0
	JEC Development	Jim Draper	committed	\$ -	250	0
	Peyton Pettus State Farm	Angie Pettus	committed	\$ -	250	0
	Walton County Historical Society	Gail Huie Smith	paid	\$ 100.00	100	100
	Foster & Hanks	Jeff Foster	paid	\$ 500.00	500	0
	Walton Tribune	Patrick Graham	paid	\$ 1,000.00	1000	1000
			TOTAL	\$ 24,750.00	28375	

Backup material for agenda item:

Facade Grant - 133 S Broad Street



DOWNTOWN FACADE GRANT PROGRAM

PURPOSE & DESCRIPTION

The purpose of this program is to stimulate downtown revitalization and development, and tourism in Monroe. Program funds are an incentive for current owners and Potential buyers of vacant and occupied buildings to restore, renovate, and repair the exteriors of their buildings.

The Monroe Downtown Development Authority (DDA) Façade Match will provide a 50/50 investment match ratio up to a maximum of \$1,500 per property, as a reimbursement once pre-approved project(s) are completed and inspected. All projects must be completed within six months of the date of the DDA approval letter.

ELIGIBILITY

The program will be open to all private businesses within the DDA boundaries. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the program each year to determine if sufficient funding is available to continue accepting grant applications.

EXAMPLES OF PROJECTS

- Building façade improvements: paint, brick, wood awnings/canopies, lighting, doors, windows, and other repairs.
- Other restorations/renovations, which meet HPC approval and the goals of revitalization, will be considered.

APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA Board will review each application for final approval. The full process includes:

- The completed application
- Proof of certificate of appropriateness from historic preservation commission
- Code enforcement work permits (if applicable)
- On site restoration work
- Review/audit of finished work
- Provide copies of paid receipts to DDA within 30 days of completion
- Reimbursement of 50% for project expenses up to a maximum of \$1,500

APPLICATION FOR FACADE GRANT

NAME: MARtha Caloon
BUSINESS NAME: Brand New Thing
BUSINESS ADDRESS: 133 S. Broad St. Monroe
ADDRESS OF PROJECT: 133 S. Broad St.
TELEPHONE NUMBERS: 678-635-8166
EMAIL: MARTHA.MCCOON@gmail.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: 300 paint + primer, 600 labor Total 900.00

GRANT MONEY APPLYING FOR: 450.00

ESTIMATED START DATE: As soon as rain stops - Mid MARCH

ESTIMATED COMPLETION DATE: End of March

I understand that the incentive match must be used for the project described in this application and that the project must be fully completed before the payment will be considered.

SIGNATURE: Martha Caloon DATE: Feb - 26, 2019

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

CHECKLIST

- Application is complete
- Project Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if leasing)
- Architectural sketch of proposed (if necessary)
- Photograph of building with existing conditions
- Paint and awning samples (if applicable)
- City permits applied for (if applicable)
- HPC approval

*Brand New Thing
Home Decor, Gifts, & Furniture*

133 S. Broad St.
Monroe, GA 30655

Martha Cahoon
Owner
678.635.8166

Featuring
Saw Tooth Craftsmen
Farm & Custom Furniture

From the desk of
MARTHA CAHOON

Exterior front facade 133 S. Broad
prime old paint that was painted
over original brick -

Remove chips & peeling paint

Prime exterior wall

Paint exterior wall

Paint trim and area exposed after

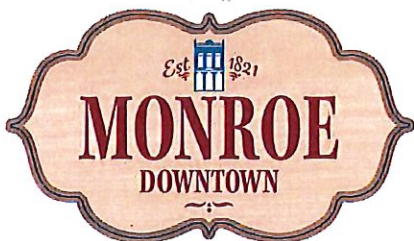
Awning was removed -

Paint door -

Martha Cahoon

Backup material for agenda item:

Facade Grant - 135 S Broad Street



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- On site restoration work
- Review/audit of finished work
- Provide copies of paid receipts to DDA within 30 days of completion
- Reimbursement of 50% for project expenses up to a maximum of \$1,500

APPLICATION FOR FACADE GRANT

NAME: Brian Kearney
BUSINESS NAME: Winged Foot Running
BUSINESS ADDRESS: 135 S Broad ST Monroe, LA 70655
ADDRESS OF PROJECT: Same
TELEPHONE NUMBERS: 770-866-1273
EMAIL: WFRunning@gmail.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$83.11 + \$300 = \$383.11
GRANT MONEY APPLYING FOR: HACF = \$191.56
ESTIMATED START DATE: Done
ESTIMATED COMPLETION DATE: _____

I understand that the incentive match must be used for the project described in this application and that the project must be fully completed before the payment will be considered.

SIGNATURE: [Signature] DATE: 2-27-19

CHECKLIST

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

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- Letter of consent from property owner (if leasing)
- Architectural sketch of proposed (if necessary)

- Photograph of building with existing conditions
- Paint and awning samples (if applicable)
- City permits applied for (if applicable)
- HPC approval

A Color Affair
 4153 Emory Street, NW
 Covington, GA 30014
 770-365-7516
 acoloraffairmurals@gmail.com
 www.acoloraffair.com

Invoice



BILL TO

Brian Kearney
 Winged Foot Running
 135 South Broad Street
 Monroe, GA 30655

SHIP TO

Brian Kearney
 Winged Foot Running
 135 South Broad Street
 Monroe, GA 30655

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1220	03/05/2019	\$300.00	03/05/2019	Due on receipt	

DATE	DESCRIPTION	QTY	AMOUNT
03/05/2019	Hand Painted Mural:	1	300.00
BALANCE DUE			\$300.00



SHERWIN-WILLIAMS.

MONROE Store 2001

115 E SPRING ST
MONROE GA 30655 2346
(770)267-5561
Fax (770) 267-7864
www.sherwin-williams.com

SALE
Tran # 1829-1
E94/11230
BRANDON

9:32am
02/26/19
10

Order # OE0146882Q2001

WINGED FOOT RUNNING

Account XXXX-2875-9

Job 1 WINGED FOOT RUNNING

Bill To:

WINGED FOOT RUNNING
135 S BROAD ST
MONROE, GA 30655 2105
(770)866-1273

6504-27503 GALLON A6T254
A100 LTX FL ULTRA
2.00 @ 30.44 60.88
Color: SW6991 BLACK MAGIC

Location: 251-C3

CCE*Color Cast	OZ	32	64	128
W1 White	-	10	1	1
B1 Black	8	1	1	1
N1 Raw Umber	2	46	1	-
R2 Maroon	-	5	-	-

Sher-Color Formula

6509-33146 EACH
SW CS 5PC PRO ROLLER
*Sale Price 1.00 @ 16.79 16.79

SUBTOTAL BEFORE TAX 77.67

7.000% SALES TAX:1-113065500 5.44
TOTAL \$83.11

VISA -83.11

C/C# XXXXXXXXXXXX7960

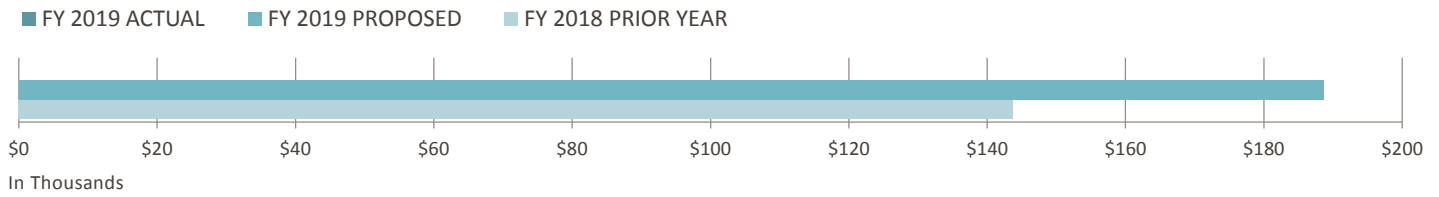
Backup material for agenda item:

6. 2019 DDA Budget

DDA Budget

FISCAL YEAR 2019

REVENUE



REVENUE	FY 2018 PRIOR YEAR	FY 2019 PROPOSED	FY 2019 ACTUAL	FY 2019 VARIANCE	FY 2019 +/- PRIOR YEAR
City Funding	25000.00	25000.00	0.00	(25000.00)	(25000.00)
Historic City Hall	29800.00	29000.00	0.00	(29000.00)	(29800.00)
Events	7432.00	7000.00	0.00	(7000.00)	(7432.00)
Childers Park	2429.00	2500.00	0.00	(2500.00)	(2429.00)
Farm to Table Dinner	11253.00	12000.00	0.00	(12000.00)	(11253.00)
Farmers Market	12329.47	12300.00	0.00	(12300.00)	(12329.47)
Contributions	55305.95	50000.00	0.00	(50000.00)	(55305.95)
Interest income	50.04	50.00	0.00	(50.00)	(50.04)
Miscellaneous	0.00	750.00	0.00	(750.00)	0.00
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	\$0.00	(\$188,600.00)	(\$55,305.95)

EXPENSES

■ 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	0.00	(19,000.00)	(18,385.87)
Events (Community Event Grant)	989.00	2,000.00	0.00	(2,000.00)	(989.00)
Contributions to City	35,000.00	35,000.00	0.00	(35,000.00)	(35,000.00)
Childers Park	5,200.53	5,000.00	0.00	(5,000.00)	(5,200.53)
Farm to Table Dinner	4,482.10	5,000.00	0.00	(5,000.00)	(4,482.10)
Farmers Market	15,120.42	16,000.00	0.00	(16,000.00)	(15,120.42)
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	0.00	(12,000.00)	(4,833.15)
Downtown Planters	0.00	3,000.00	0.00	(3,000.00)	0.00
Office Operations/Bank Fees	574.20	750.00	0.00	(750.00)	(574.20)
Memberships & Subscriptions	100.00	100.00	0.00	(100.00)	(100.00)
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	0.00	(5,000.00)	0.00
Training & Education	0.00	0.00	0.00	0.00	0.00
Gas Station Project	10,646.81	10,000.00	0.00	(10,000.00)	(10,646.81)
TOTALS	\$112,301.57	\$121,350.00	\$0.00	(\$121,350.00)	(\$112,301.57)

Net Income \$31,429.96 \$67,250.00 \$0.00

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