



## **Downtown Development Authority**

### **AGENDA**

**Thursday, August 13, 2020**

**8:00 AM**

**City Hall**

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#### **CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF PREVIOUS MEETING MINUTES**

[DDA](#) July Minutes

**APPROVAL OF FINANCIAL STATEMENTS**

[DDA](#) June Financials

#### **PUBLIC FORUM**

#### **CITY UPDATE**

Council Retreat discussions - transportation, P&Z, parks, airport, utilities, downtown

#### **COMMUNITY WORK PLAN &REPORTS**

[2020-2021](#) Workplan

**Existing Environment -**

[Strategy](#) 1

**Infill Development -**

[Strategy](#) 2

**Entertainment Draws -**

[Strategy](#) 3

**PROGRAMS**

Events

Downtown Maintenance

Farmers Market

**FUNDING**

SPONSORSHIP

FACADE GRANTS - None

COMMUNITY EVENT GRANTS - None

**NEW BUSINESS**

Lot at 227 S. Broad Street

**ANNOUNCEMENTS:**

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

**ADJOURN**



**Downtown Development Authority**

**MINUTES**

**Thursday, July 09, 2020**

**8:00 AM**

**City Hall**

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**CALL TO ORDER**

Meeting was called to order at 8:00 am.

**ROLL CALL**

**PRESENT**

- Chairman Lisa Anderson
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Wesley Sisk
- Board Member Charles Sanders
- City Council Representative Ross Bradley
- Board Member Chris Collin

**ABSENT**

- Vice Chair Meredith Malcom

**CITY STAFF**

- Sadie Krawczyk
- Leigh Ann Walker
- Les Russell
- Logan Propes
- Aida Roberts (summer intern)

**APPROVAL OF PREVIOUS MEETING MINUTES**

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

Board Member Sanders, City Council Representative Bradley, Board Member Collin

DDA June Minutes

**APPROVAL OF FINANCIAL STATEMENTS**

Approved - Motion made by Board Member Sisk, Seconded by Board Member Sanders.  
Voting Yea: Chairman Anderson, Secretary Gray, Board Member Holder, Board Member Sisk,  
Board Member Sanders, City Council Representative Bradley, Board Member Collin

DDA May Financials

**PUBLIC FORUM**

Lisa Akridge - representing the Monroe Minority Business Association  
Kirklyn Dixon

**CITY UPDATE**

alcohol ordinance update underway to add caterer's license category and extend the  
entertainment district to encompass the mills; Keck & Wood working on design for N. Wayne  
Street parking and pedestrian facilities; Childers Park Phase 1 of park improvements complete;  
5-mile truck connector bypass has been delayed 6 months, but GDOT is prioritizing the project

**COUNTY UPDATE**

No update

**COMMUNITY WORK PLAN &REPORTS**

**Existing Environment**

Working with Stalvey's to create new pocket park at S Broad and W Washington; parklet behind  
VC to begin construction soon; we received an \$11,500 grant from AARP for the parklet and  
new swings around hammock park.

**Infill Development - W. Highland parking lot update/Wayne Street design**

The board chose to enter into a new lease agreement with Murray Properties for the parking  
lot on the corner of N Broad and W Highland for an initial cost of \$3800.00 and future property  
taxes for the duration of the lease - Motion made by Board Member Holder, Seconded by Board  
Member Sisk.

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

**Entertainment Draws - Downtown Green surveying underway**

The turtle scavenger hunt has been installed throughout downtown. We are waiting on stickers and the sidewalk signage to start promoting the attraction online.

## **PROGRAMS**

### **Events**

July 24th is the first concert of the year; Fireworks for July 4th have been rescheduled for Saturday, 9/5/20.

### **Downtown Design**

banners still in design phase; city rebranding with Carl Vinson Institute to take place in 2021.

### **Farmers Market**

no update

## **FUNDING**

DDA Stabilization grant reports coming in.

## **SPONSORSHIP**

coming in as planned

## **FACADE GRANTS - none**

## **COMMUNITY EVENT GRANTS -none**

## **NEW BUSINESS**

Sadie mentioned the Vibrant Communities Grant opportunity and asked the board for any suggestions or ideas for it; Downtown Monroe was featured in 2 sessions for the GMA conference

## **ANNOUNCEMENTS:**

Next meeting scheduled, August 13th, at 8:00 am at Monroe City Hall

## **ADJOURN**

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

## Profit &amp; Loss

January through June 2020

	<u>Jan - Jun 20</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
391205 · Transfers In-DDA Stabilization	100,000.00
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	70.00
Farmers Market Fees - Other	1,080.00
<b>Total Farmers Market Fees</b>	<b>1,150.00</b>
<b>sales</b>	<b>181.00</b>
347903 · Farmers Market Revenue - Other	6,422.16
<b>Total 347903 · Farmers Market Revenue</b>	<b>7,753.16</b>
347300 · Event Fees/Revenue	10,698.88
336100 · City Funding	6,250.00
361000 · Interest Income	62.33
371000 · Memberships & Contributions	24,156.00
389000 · Other Misc. Revenue	281.00
<b>Total Income</b>	<b>149,201.37</b>
<b>Expense</b>	
573000 · Payments to Others	113,480.00
572030 · Downtown Development	14,000.00
531175 · Farmers Mkt Gen Expenses	6,058.76
523306 · Farmers Mkt-Entertainment	35.00
523305 · Farmers Mkt-EBT Tokens	191.00
523301 · Event Expenses	2,334.96
523850 · Contract Labor	3,500.00
523500 · Dues and Subscriptions	100.00
531600 · Equipment <\$5000	1,028.94
531100 · Office Operations	612.25
523300 · Advertising	390.00
523700 · Training & Education	385.00
531203 · Old City Hall	
531203D · Pest Control	180.00
531203U · Utilities	10,862.99
522600 · Landscaping	130.00
<b>Total 531203 · Old City Hall</b>	<b>11,172.99</b>
<b>Total Expense</b>	<b>153,288.90</b>
<b>Net Ordinary Income</b>	<b>-4,087.53</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
381011 · Rent Received - 227 S. Broad St	15,625.00
<b>Total Other Income</b>	<b>15,625.00</b>
<b>Other Expense</b>	
532900 · Misc. Expense	324.05
<b>Total Other Expense</b>	<b>324.05</b>
<b>Net Other Income</b>	<b>15,300.95</b>
<b>Net Income</b>	<b>11,213.42</b>

**Balance Sheet**

As of June 30, 2020

	<u>Jun 30, 20</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
111151 · SYNOVUS-Revolving Loan Fund	36,370.78
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	28,131.89
111111 · Synovus 100-097-081-2	69,947.30
111100 · General Fund Checking	61,724.52
<b>Total Checking/Savings</b>	<u>196,674.49</u>
<b>Total Current Assets</b>	<u>196,674.49</u>
<b>TOTAL ASSETS</b>	<b><u>196,674.49</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
121104 · Accts. Payable - DT Dollars	2,307.70
<b>Total Other Current Liabilities</b>	<u>2,307.70</u>
<b>Total Current Liabilities</b>	<u>2,307.70</u>
<b>Total Liabilities</b>	2,307.70
<b>Equity</b>	
134220 · Fund Balance Unreserved	176,903.37
Net Income	17,463.42
<b>Total Equity</b>	<u>194,366.79</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>196,674.49</u></b>

## Profit &amp; Loss

June 2020

	<u>Jun 20</u>
Ordinary Income/Expense	
Income	
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	70.00
Total Farmers Market Fees	70.00
347903 · Farmers Market Revenue - Other	2,152.36
Total 347903 · Farmers Market Revenue	2,222.36
361000 · Interest Income	8.63
Total Income	2,230.99
Expense	
573000 · Payments to Others	4,790.00
572030 · Downtown Development	2,000.00
531175 · Farmers Mkt Gen Expenses	1,972.67
523306 · Farmers Mkt-Entertainment	35.00
523305 · Farmers Mkt-EBT Tokens	191.00
523301 · Event Expenses	144.00
523850 · Contract Labor	400.00
531203 · Old City Hall	
531203U · Utilities	1,565.10
Total 531203 · Old City Hall	1,565.10
Total Expense	11,097.77
Net Ordinary Income	-8,866.78
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	2,200.00
Total Other Income	2,200.00
Net Other Income	2,200.00
Net Income	<u><u>-6,666.78</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.		
Mission Statement	To drive economic development, support the National Historic Trust's principles of historic preservation, and collaborate with public and private organizations to engage our entire community.		
Transformation (implementation) Strategies			
Transformation (implementation) Strategy #1:			
Maximize downtown accessibility, aesthetics, and enjoyable pedestrian paths (design projects, downtown parks, planters, signage, and other placemaking efforts)			
Transformation (implementation) Strategy #2:			
Use public/private partnerships to develop complimentary housing and lodging in the downtown district (property purchase, façade grant, vacancy map, RLFs, rezoning support, RFPs)			
Transformation (implementation) Strategy #3:			
Maintain a playful culture downtown by attracting diverse businesses that offer unique experiences (business recruitment/expansion, MMBA partnership, business owner collaboration)			
Top Priorities for Year 2020			
Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
In Progress			Enhance the existing downtown environment
Goal(priority) #2			
In Progress			Facilitate at least 2 redevelopment projects
Goal(priority) #3			
In Progress			Create new entertainment draws through recreation options and new business recruitment
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 2021.			

## Strategy #1

**Committee Chair:** Lisa Anderson

**Transformation (implementation) Strategy:** Maximize downtown accessibility, aesthetics, and enjoyable pedestrian paths

(design projects, downtown parks, planters, signage, and other placemaking efforts)

### Goal:

Enhance the existing downtown environment

### Objective

add at least 2 more pocket parks, 1 more public art installation, new banners

Status	Task	Responsible Party	Cost	Funding Source	Time Line
in progress	New pole banners	Leigh Ann, MWCA artist	\$5,000	DDA funds	Dec. 2020 completion
	Stalvey Pocket Park	Sadie	\$2,500	DDA funds	Fall 2020
in progress	keep planters updated	Lisa	\$4,400	DDA funds	Seasonally updated
	alleyway arch signage	Ross Bradley		DDA funds	Spring 2020
in progress	support public/private partnerships for parking lot access	Sadie, Logan	varies	city funds	ongoing
	New mural (location TBD)	Lisa Grose	\$3,000	DDA funds	Fall 2020

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe - streets	Chris Croy	
Public Works	Scott Moody	
Rotary Club	hammock park sponsor	Funding Source

**Synopsis of Activity:**

**Strategy #2**

**Committee Chair: Andrea Gray**

**Transformation (implementation) Strategy:** Use public/private partnerships to develop complimentary housing and lodging in the downtown district

(property purchase, façade grant, vacancy map, RLFs, rezoning support, RFPs)

**Goal:**

Facilitate at least 2 redevelopment projects

**Objective**

We see downtown housing and more lodging as the greatest current need in the downtown commercial environment.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	create form letter for downtown planning and zoning applications that fit our work plans	Andrea, Ross, Sadie	none	n/a	Sept. 2020
	Evaluate feasibility for Wayne Street block parcel acquisition (Hester parcel, Gwinnett Appliance)				
	Evaluate feasibility for Old Monroe Drug Co. acquisition (retail/food service on lower level, 2 lofts upper level)		\$625,000		
	Evaluate feasibility for Childers Park rental house acquisition (AirBnB, park RR, cultural center, gazebo)		\$125,000		
	issue RFP for MPD redevelopment when city hands over property	Andrea Gray, Whit Holder, Sadie, Logan	none	n/a	Jan. 2021
	Pursue buyers for Peter Dean building on S. Broad				
	Support DD RLF & GCF RLF applications for projects that fit stated goal	Sadie, Board	none	n/a	ongoing
	Pursue buyers for Midland Walk				

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment
City Council	Logan Propes	building acquisition support
City Code Department	Patrick Kelley	review and assistance with zoning challenges
GMA	website resources	RFPs, partnership models

**Synopsis of Activity:**

**Strategy #3**

**Committee Chair:** Whit Holder

**Transformation (implementation) Strategy:** Maintain a playful culture downtown by attracting diverse businesses that offer unique experiences

(business recruitment/expansion, MMBA partnership, business owner collaboration)

**Goal:**

Create new entertainment draws through recreation options and new business recruitment

**Objective**

increase diversity in downtown business mix and ownership; keep growing our recreational tourism draw

Status	Task	Responsible Party	Cost	Funding Source	Time Line
in progress	VC Pocket Park	Moshe Webster, Sadie, Leigh Ann, city crews	\$15,000	AARP grant (\$11,500) DDA	Oct. 2020 completion
	Swings around pocket park		\$4,000	Rotary, AARP grant	ordered June 2020, install Sept. 2020
	Support towngreen grant app.	DDA Board, Lisa	none	LWCF Grant	Fall 2020
	update vacancy map	Sadie, DDA board	none	n/a	August 2020 and ongoing
	Identify desired business uses		none	n/a	Fall 2020
	Work with MMBA to establish connection to downtown		none	n/a	August 2020 and ongoing
	support a race series for Monroe	Ross Bradley	none	n/a	Jan. 2021

**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:**