



Downtown Development Authority

AGENDA

Thursday, October 09, 2025

8:00 AM

City Hall

I. CALL TO ORDER

A. Roll Call

B. Approval of Previous Meeting Minutes

1. DDA Minutes - September 11, 2025

C. Approval of Financial Statements

1. August Financials

II. PUBLIC FORUM

III. CITY UPDATE

IV. COMMUNITY WORK PLAN & REPORTS

A. Downtown Design

B. Redevelopment Projects

C. Entertainment Draws

V. PROGRAMS

A. Farmers Market

VI. FUNDING

A. Sponsorship

B. Community Event Grants

VII. NEW BUSINESS

VIII. ANNOUNCEMENTS

A. The DDA Duluth/Norcross visit will be on October 20, 2025

B. Next Meeting - November 13, 2025 at 8:00 am at City Hall

IX. ADJOURN

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
SEPTEMBER 11, 2025 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Chris Collin Clayton Mathias Andrea Gray Whit Holder	Chairwoman Board Member Board Member Secretary Board Member
----------------	---	---

Those Absent: Brittany Palazzo, Meredith Malcom, Lee Malcom

Staff Present: Logan Propes, Chris Bailey, Sandy Daniels, Beth Thompson, Laura Powell, Brad Callender, Kaitlyn Stubbs

Visitors: Kamden Ecker

I. CALL TO ORDER – 8:00am

A. Roll Call

Chairwoman Anderson noted that all Committee Members were present except for Brittany Palazzo, Meredith Malcom, Lee Malcom, and Andrea Gray. Initially, there was no quorum. Andrea Gray arrived at 8:04 a.m. to make a quorum.

B. Approval of Previous Meeting Minutes

1. DDA Meeting Minutes - August 14, 2025
To approve the minutes as presented.

*Motion by Mathias, seconded by Gray.
Passed Unanimously*

2. DDA Retreat Minutes – August 4, 2025
To approve the minutes as presented.

*Motion by Gray, seconded by Holder.
Passed Unanimously*

C. Approval of Financial Statements

1. July Financials
To approve the July 2025 Financials.

*Motion by Gray, seconded by Collin.
Passed Unanimously*

II. PUBLIC FORUM

III. CITY UPDATE

City Administrator Logan Propes shared that the streetscape project is scheduled to begin on the North end on September 22, 2025. The project is estimated to take two years. The alleyway project is still underway as they are finishing the telecom portion. Electric has been completed and the utility installation is next on the list. Mr. Propes referred to Ms. Daniels to which she stated that Carl Vinson Institute, with the University of Georgia, has asked the City of Monroe to apply for a national award regarding the City's branding. Ms. Daniels stated that the interviews went well, the

representatives from UGA loved the tour, and all the video footage will be gifted to the City, along with a collage of photos and ideas for a mural on the Spring Street wall. Kaitlyn Messich is in charge of the project and this is a Top 6 finalist nomination for the City of Monroe.

Mr. Collin asked if there was a name associated with the hotel project. Mr. Propes stated that it has not been finalized, but most likely will be a Marriott project, specifically leaning towards a Springhill Suites format. This path allows for flexibility and more of a boutique concept and food would not be served, encouraging those that stay to visit the local restaurants.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

A. Downtown Design

Mr. Bailey stated that the new banners were being hung throughout downtown.

B. Redevelopment Projects

There were no updates for redevelopment projects.

C. Entertainment Draws

Ms. Daniels shared that this Saturday, September 13, 2025, is Dino Day. She expects the event to be well attended. The Farmers Market will be running at the same time. Over one hundred tickets have already been sold for the Farm to Table event. Plans for the Fall Festival are underway and Ms. Daniels has already received around 250 vendor applications. The last Friday Concert entertained almost 4,000 people who stayed downtown for an average of 3.5 hours. Lastly, the Christmas Parade applications launched this week.

VI. PROGRAMS

A. Farmers Market

Ms. Daniels shared that the Farmers Market is continuing to thrive. The CSA program is launching and now in the basement of the Welcome Center. There are now additional pick-up times on Tuesday evenings and on Sundays. Fresh dairy is now offered in the boxes as well. There is a lot of interest to be a vendor at the market and the applications must be completed in January. Ms. Daniels shared that the Monroe Farmer's Market is ranked #2 in the State which could afford the City a grant. The Market saw around 5,000 people last week.

VII. FUNDING

VIII. SPONSORSHIP

Ms. Daniels stated that she has received \$98,000 for entire last quarter and feels certain we will well exceed the goal of \$100,000.

IX. COMMUNITY EVENT GRANTS

There was no new event grant application.

X. OLD BUSINESS

A. Community Event Grant Re-evaluation – Monroe Police SWAT Trot

Major Matt McLung was in attendance and Mr. Collin stated that the issue the committee was having was that the race was not entirely in the downtown corridor. They did not want to approve the grant and set the precedent and have others upset when they were denied the grant. Mr. Collin stated that LR Burger and Meredith Malcom were interested in sponsoring the race. Major McLung completely understood and stated that he had moved the route this year in order

to avoid Highway 11 and Spring Street. He needs runners and sponsors and all money will go to a child and no administrative costs, as Grace Monroe has paid those costs. Discussion ensued regarding the application for Community Event Grants and the need to update and clarify some issues. Mr. Propes mentioned that he did not completely agree with a city department applying for funds from another city agency. The committee also discussed repurposing the grant and using the money towards another area. They agreed to place this on next month's agenda to hear from absent members.

*Motion by Holder, seconded Collin.
Passed Unanimously*

XI. NEW BUSINESS

A. Mural and Sign Report and Presentation

Mr. Callender presented the Mural and Sign Report that provides guidelines and regulations, so that the Downtown Development Authority can help guide and approve the process of murals in the downtown corridor.

Kamden Ecker contributed to the discussion and stated that she would love to be a part of the mural committee.

Chris Collin left the meeting at 9:22. There was no quorum.

XII. ANNOUNCEMENTS

Next meeting – October 9, 2025 at 8:00 am at City Hall.

VIII. ADJOURN- 9:30am

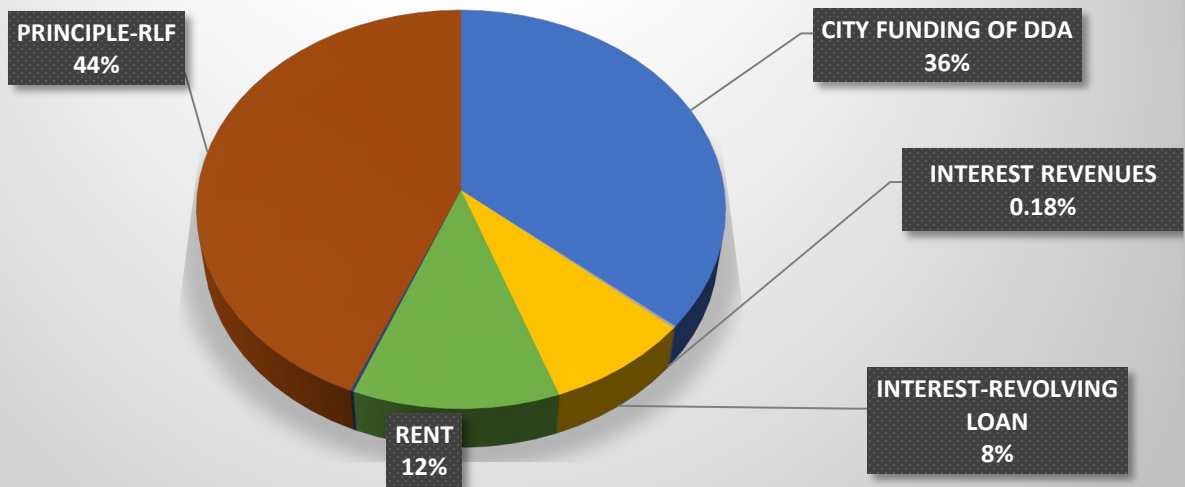
Chairwoman Anderson adjourned the meeting at 9:30 am since there was no quorum.

DOWNTOWN DEVELOPMENT AUTHORITY

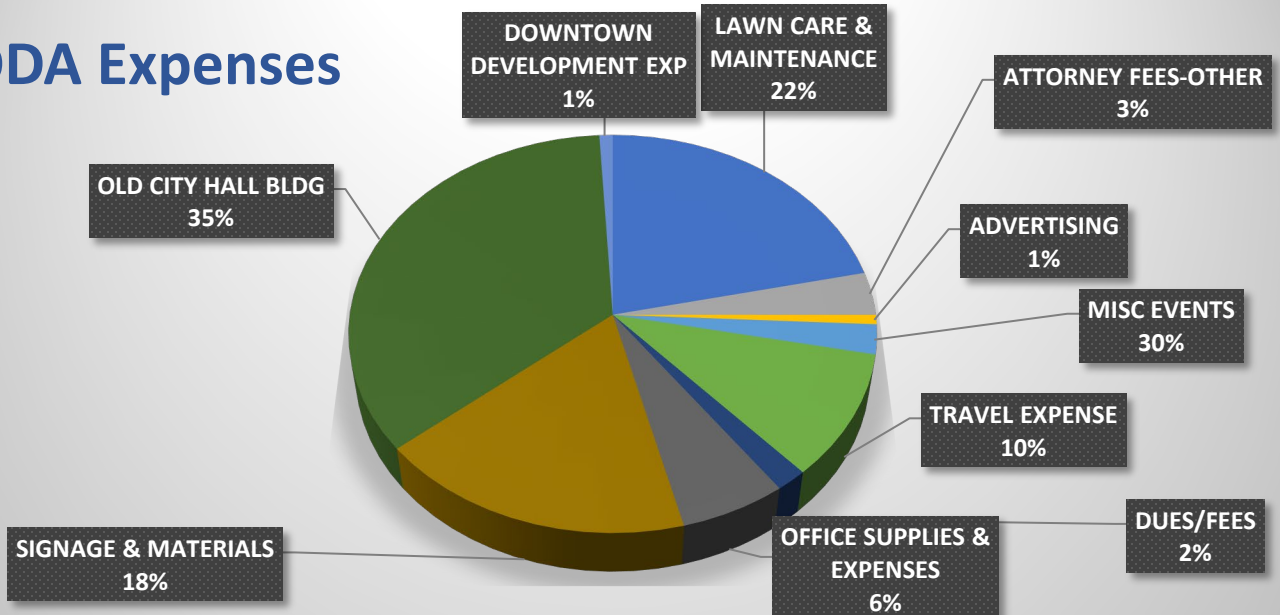
August 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	2,748	34,558
Expense	1,466	27,881
Profit/(Loss)	1,282	6,677

DDA Revenues



DDA Expenses





Monroe, GA

7

DDA Income Statement

Account Summary

For Fiscal: 2025 Period Ending: 08/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
Revenue						
002-7550-336100	CITY FUNDING OF DDA	25,000.00	25,000.00	0.00	12,500.00	12,500.00
002-7550-361000	INTEREST REVENUES	100.00	100.00	5.74	60.87	39.13
002-7550-361002	INTEREST-REVOLVING LOAN FUND	4,100.00	4,100.00	340.72	2,814.06	1,285.94
002-7550-381011	RENTAL - 227 S BROAD	6,000.00	6,000.00	500.00	4,000.00	2,000.00
002-7550-389000	OTHER	0.00	0.00	0.00	63.00	-63.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	22,718.00	22,718.00	1,901.06	15,120.18	7,597.82
Revenue Total:		57,918.00	57,918.00	2,747.52	34,558.11	23,359.89
Revenue Total:		57,918.00	57,918.00	2,747.52	34,558.11	
Expense						
Expense						
002-7550-521200	PROFESSIONAL SERVICES	4,000.00	4,000.00	0.00	0.00	4,000.00
002-7550-521230	ATTORNEY FEES-OTHERS	0.00	0.00	0.00	973.50	-973.50
002-7550-522140	LAWN CARE & MAINTENANCE	4,000.00	4,000.00	0.00	6,000.00	-2,000.00
002-7550-523300	ADVERTISING	0.00	0.00	0.00	210.00	-210.00
002-7550-523301	MISC EVENTS	9,000.00	9,000.00	0.00	671.03	8,328.97
002-7550-523510	TRAVEL EXPENSE	5,000.00	5,000.00	0.00	2,822.30	2,177.70
002-7550-523600	DUES/FEES	660.00	660.00	48.77	493.02	166.98
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	1,670.38	-170.38
002-7550-531116	SIGNAGE & MATERIALS	0.00	5,000.00	0.00	5,000.00	0.00
002-7550-531203	OLD CITY HALL BLDG	15,000.00	15,000.00	1,417.21	9,790.53	5,209.47
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	3,758.00	3,758.00	0.00	250.00	3,508.00
002-7550-579001	CONTINGENCIES	5,000.00	0.00	0.00	0.00	0.00
Expense Total:		57,918.00	57,918.00	1,465.98	27,880.76	30,037.24
Expense Total:		57,918.00	57,918.00	1,465.98	27,880.76	
Total Surplus (Deficit):		0.00	0.00	1,281.54	6,677.35	



Monroe, GA

8

DDA Trial Balance

Account Summary

Date Range: 08/01/2025 - 08/31/2025

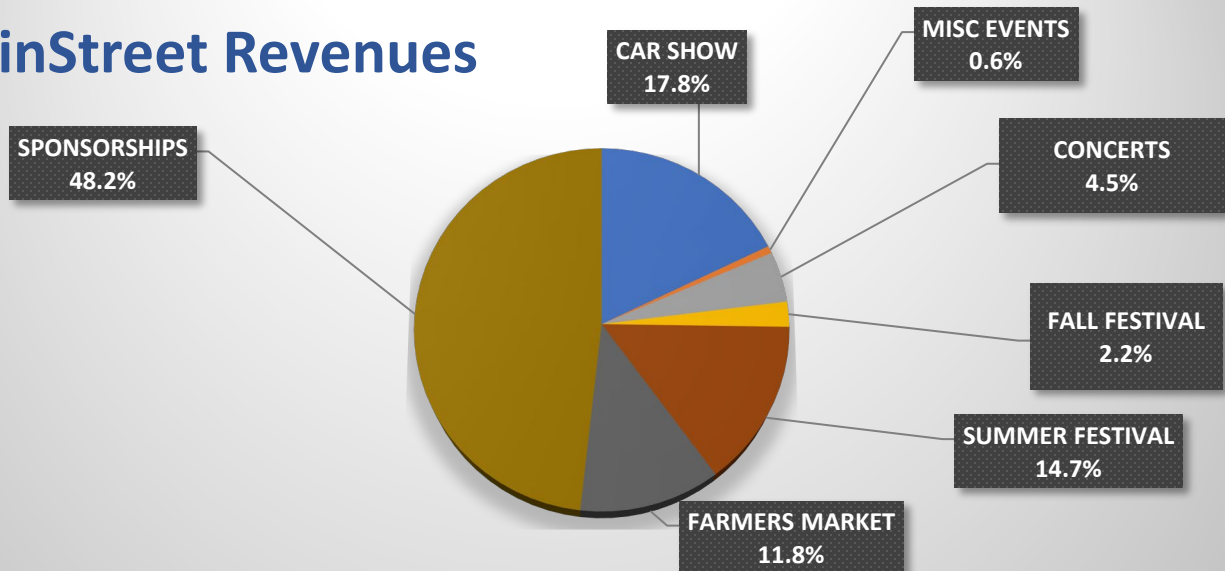
Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	352,433.74	3,067.18	4,989.17	-1,921.99	350,511.75
002-111108	DOWNTOWN DOLLARS SYNOVUS	23,720.78	1.98	340.00	-338.02	23,382.76
002-111111	DDA LOAN CHECKING-AF	40,456.29	3.44	0.00	3.44	40,459.73
002-111146	RDF 2025	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	42,173.63	2,242.10	0.00	2,242.10	44,415.73
002-111901	ACCOUNTS RECEIVABLE - MISC	-3,434.62	2,241.78	2,241.78	0.00	-3,434.62
002-112803	NOTE RECEIVABLE JEC DEVELOPMENT	140,000.00	0.00	0.00	0.00	140,000.00
002-121104	ACCTS PAYABLE-DOWNTOWN DOLLAR	-9,187.56	340.00	0.00	340.00	-8,847.56
Liability						
002-121100	ACCOUNTS PAYABLE	-430.87	3,523.19	2,567.18	956.01	525.14
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-580,835.58	0.00	0.00	0.00	-580,835.58
Revenue						
002-7550-336100	CITY FUNDING OF DDA	-12,500.00	0.00	0.00	0.00	-12,500.00
002-7550-361000	INTEREST REVENUES	-55.13	0.00	5.74	-5.74	-60.87
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-2,473.34	0.00	340.72	-340.72	-2,814.06
002-7550-381011	RENTAL - 227 S BROAD	-3,500.00	0.00	500.00	-500.00	-4,000.00
002-7550-389000	OTHER	-63.00	0.00	0.00	0.00	-63.00
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-13,219.12	0.00	1,901.06	-1,901.06	-15,120.18
Expense						
002-7550-521230	ATTORNEY FEES-OTHERS	973.50	0.00	0.00	0.00	973.50
002-7550-522140	LAWN CARE & MAINTENANCE	6,000.00	0.00	0.00	0.00	6,000.00
002-7550-523300	ADVERTISING	210.00	0.00	0.00	0.00	210.00
002-7550-523301	MISC EVENTS	671.03	0.00	0.00	0.00	671.03
002-7550-523510	TRAVEL EXPENSE	2,822.30	0.00	0.00	0.00	2,822.30
002-7550-523600	DUES/FEES	444.25	48.77	0.00	48.77	493.02
002-7550-531100	OFFICE SUPPLIES & EXPENSES	1,670.38	0.00	0.00	0.00	1,670.38
002-7550-531116	SIGNAGE & MATERIALS	5,000.00	0.00	0.00	0.00	5,000.00
002-7550-531203	OLD CITY HALL BLDG	8,373.32	1,417.21	0.00	1,417.21	9,790.53
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	250.00	0.00	0.00	0.00	250.00
Fund 002 Total:		0.00	12,885.65	12,885.65	0.00	0.00
Report Total:		0.00	12,885.65	12,885.65	0.00	0.00

MainStreet

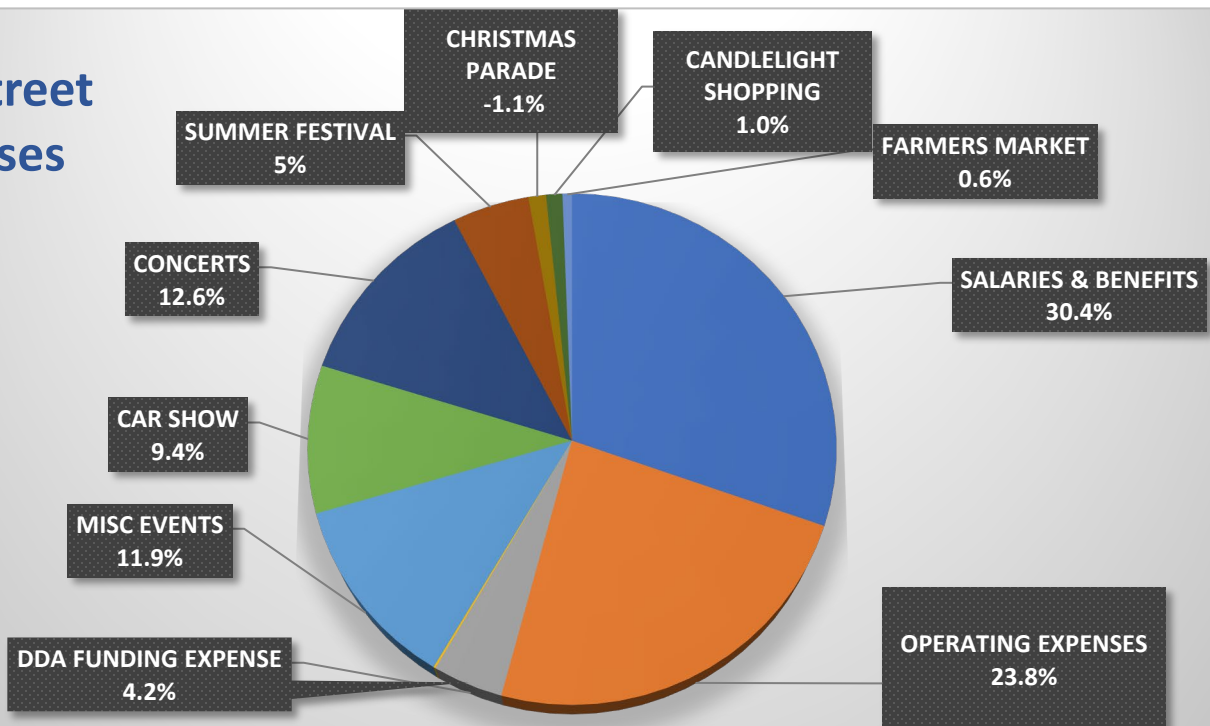
August 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	8,043	147,610
Expense	42,072	290,424
Profit/(Loss)	(34,029)	(142,813)

MainStreet Revenues



MainStreet Expenses





Monroe, GA

10

MainStreet Budget Report

Account Summary

For Fiscal: 2025 Period Ending: 08/31/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Revenue							
100-7521-347300	MISC EVENT FEES	0.00	0.00	0.00	958.99	958.99	0.00 %
100-7521-347301	CAR SHOW	15,000.00	15,000.00	0.00	26,328.39	11,328.39	175.52 %
100-7521-347302	CONCERTS	10,000.00	10,000.00	2,244.18	6,672.86	-3,327.14	33.27 %
100-7521-347304	FALL FESTIVAL	25,000.00	25,000.00	2,025.00	3,295.00	-21,705.00	86.82 %
100-7521-347305	CHRISTMAS PARADE	7,500.00	7,500.00	0.00	0.00	-7,500.00	100.00 %
100-7521-347306	FARM TO TABLE	5,000.00	5,000.00	0.00	0.00	-5,000.00	100.00 %
100-7521-347307	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00	100.00 %
100-7521-347308	SUMMER FESTIVAL	22,000.00	22,000.00	0.00	21,694.69	-305.31	1.39 %
100-7521-347903	FARMERS MARKET	14,000.00	14,000.00	2,158.66	17,464.77	3,464.77	124.75 %
100-7521-371000	SPONSORSHIPS	90,000.00	90,000.00	1,615.00	71,195.63	-18,804.37	20.89 %
Revenue Total:		190,500.00	190,500.00	8,042.84	147,610.33	-42,889.67	22.51 %
Expense							
E1: 51 - PERSONAL SERVICES & EMPLOYEE BENEFITS							
100-7521-511100	REGULAR SALARIES	71,650.00	71,650.00	10,055.04	61,017.79	10,632.21	14.84 %
100-7521-511200	PART TIME/TEMPORARY SALARIES	13,000.00	13,000.00	1,443.24	4,826.40	8,173.60	62.87 %
100-7521-512100	GROUP INS	13,000.00	13,000.00	1,565.81	13,670.30	-670.30	-5.16 %
100-7521-512200	SOCIAL SECURITY	5,372.00	5,372.00	702.15	4,012.30	1,359.70	25.31 %
100-7521-512300	MEDICARE	1,257.00	1,257.00	164.21	938.36	318.64	25.35 %
100-7521-512400	GMEBS-RETIREMENT CONTRIBUTI	7,245.00	7,245.00	697.11	5,599.63	1,645.37	22.71 %
100-7521-512910	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00	100.00 %
100-7521-512915	EMPLOYEE ASSISTANCE PROGRAM	50.00	50.00	0.00	14.67	35.33	70.66 %
100-7521-512916	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	8.33	66.64	43.36	39.42 %
E1: 51 - PERSONAL SERVICES & EMPLOYEE BENEFITS Total:		111,709.00	111,709.00	14,635.89	90,146.09	21,562.91	19.30 %
E1: 52 - PURCHASED/CONTRACTED SERVICES							
100-7521-521200	PROFESSIONAL SERVICES	2,500.00	2,500.00	-1,674.27	2,890.39	-390.39	-15.62 %
100-7521-521201	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	104.47	145.53	58.21 %
100-7521-522140	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
100-7521-522145	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	332.64	19,667.36	98.34 %
100-7521-522208	MAINTENANCE CONTRACTS	1,750.00	1,750.00	171.39	1,195.27	554.73	31.70 %
100-7521-522322	EQUIPMENT RENTAL	0.00	0.00	0.00	13.87	-13.87	0.00 %
100-7521-523200	COMMUNICATION SERVICES	500.00	500.00	88.44	707.58	-207.58	-41.52 %
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	597.70	5,152.75	9,847.25	65.65 %
100-7521-523301	MISC EVENTS	31,000.00	31,000.00	14,739.96	35,476.20	-4,476.20	-14.44 %
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	230.00	370.00	61.67 %
100-7521-523305	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	35.00	465.00	93.00 %
100-7521-523306	FARMERS MKT-ENTERTAINMENT	750.00	750.00	0.00	1,500.00	-750.00	-100.00 %
100-7521-523308	FARMERS MKT-CSA	0.00	0.00	0.00	3,323.00	-3,323.00	0.00 %
100-7521-523310	MARKETING EXPENSES	4,000.00	4,000.00	3,104.14	3,607.96	392.04	9.80 %
100-7521-523400	PRINTING	10,000.00	10,000.00	0.00	7.48	9,992.52	99.93 %
100-7521-523510	TRAVEL EXPENSE	6,500.00	6,500.00	0.00	840.70	5,659.30	87.07 %
100-7521-523600	DUES/FEES	1,000.00	1,000.00	2,955.00	3,814.21	-2,814.21	-281.42 %
100-7521-523700	TRAINING & EDUCATION	2,500.00	2,500.00	525.00	1,379.00	1,121.00	44.84 %
100-7521-523850	CONTRACT LABOR	50,000.00	50,000.00	5,200.00	36,400.00	13,600.00	27.20 %
100-7550-523101	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	115.20	868.50	539.50	38.32 %
E1: 52 - PURCHASED/CONTRACTED SERVICES Total:		153,658.00	153,658.00	25,822.56	97,879.02	55,778.98	36.30 %
E1: 53 - SUPPLIES							
100-7521-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	323.42	4,749.58	-3,249.58	-216.64 %
100-7521-531102	FURNITURE <5,000	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %

Budget Report

For Fiscal: 2025 Period Ending: 08/11/25

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
100-7521-531110	SPONSORSHIPS/DONATIONS	500.00	500.00	0.00	3,402.00	-2,902.00 -580.40 %
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	500.01	499.99 50.00 %
100-7521-531175	FARMERS MARKET EXP	5,000.00	5,000.00	7.48	1,774.65	3,225.35 64.51 %
100-7521-531177	CAR SHOW EXP	25,000.00	25,000.00	0.00	27,790.35	-2,790.35 -11.16 %
100-7521-531178	CONCERT EXP	60,000.00	60,000.00	1,193.43	37,508.97	22,491.03 37.49 %
100-7521-531179	SUMMER FESTIVAL EXP	6,000.00	6,000.00	89.05	14,396.49	-8,396.49 -139.94 %
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	-3,275.35	22,275.35 117.24 %
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	3,051.72	4,148.28 57.62 %
100-7521-531300	FOOD	1,000.00	1,000.00	0.00	0.00	1,000.00 100.00 %
E1: 53 - SUPPLIES Total:		146,500.00	146,500.00	1,613.38	89,898.42	56,601.58 38.64%
E1: 57 - OTHER COSTS						
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	0.00	12,500.00	12,500.00 50.00 %
E1: 57 - OTHER COSTS Total:		25,000.00	25,000.00	0.00	12,500.00	12,500.00 50.00%
Expense Total:		436,867.00	436,867.00	42,071.83	290,423.53	146,443.47 33.52%
Report Surplus (Deficit):		-246,367.00	-246,367.00	-34,028.99	-142,813.20	103,553.80 42.03%