



Downtown Development Authority

AGENDA

Thursday, September 14, 2023

8:00 AM

City Hall - 215 N Broad Street

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF PREVIOUS MEETING MINUTES

- [1.](#) July 13, 2023 Meeting Minutes
- [2.](#) July 24, 2023 Planning Retreat Minutes
- [3.](#) August 10, 2023 Minutes

IV. APPROVAL OF FINANCIAL STATEMENTS

- [4.](#) July Financials

V. PUBLIC FORUM

VI. CITY UPDATE

VII. COUNTY UPDATE

VIII. COMMUNITY WORK PLAN & REPORTS

IX. Downtown Design

X. Redevelopment Projects

XI. Entertainment Draws -

XII. PROGRAMS

XIII. Farmers Market

XIV. FUNDING

XV. SPONSORSHIP

XVI. FACADE GRANTS

XVII. COMMUNITY EVENT GRANTS

XVIII. NEW BUSINESS

5. Historic City Hall Building

XIX. ANNOUNCEMENTS:

The next meeting is scheduled for October 12th, at 8:00 am at Monroe City Hall.

XX. ADJOURN

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
JULY 13, 2023 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Wesley Sisk Myoshia Crawford	Chairman Vice-Chairman Secretary Board Member Board Member City Council Representative
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Those Absent:	Chris Collin	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beverly Harrison, Chris Bailey, Sara Shropshire, Les Russell, Dwayne Day
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Visitors:

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present except Chris Collin. There was a quorum.

2. Approval of Previous Meeting Minutes

a. May 11, 2023 Minutes

To approve the minutes as presented.

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

b. June 8, 2023 Minutes

To approve the minutes as presented.

*Motion by M. Malcom, seconded by Gray.
Passed Unanimously*

3. Approval of Financial Statements

a. April Financials

The Committee and Mr. Propes discussed some of the line items and amounts on the report.

To approve the April 2023 Financials.

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

b. May Financials

The Committee, Mr. Propes, and Ms. Aldridge discussed DDA Revenue versus City Revenue.

City Administrator Logan Propes explained the events are funded from the City General Fund. He will verify the amounts but believes it all washes out in the end.

Ms. Leigh Ann Aldridge stated the Car Show is probably the only event that makes money.

Committee Member Meredith Malcom stated it is a little unclear with the funds going back and forth. She discussed tracking money for events. The DDA needs to make sure they are raising enough funds for the events, even though the City will support the shortfall.

Ms. Aldridge stated the concerts will be cheaper once they start being held at the Town Green, because there will be less staff needed for road closures, and there will not be a cost for renting the stage.

To approve the May 2023 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes stated the renovations on the old Police Department Building have started. Ten percent of the sale goes to DDA and 90% transfers back to the City. The City has entered a contract with Arnold Properties for the Davis Street and Madison Avenue area; they are working through the due diligence process now and should be closing by the end of the year.

The Committee and Mr. Propes discussed tearing down some properties and other various options.

Mr. Propes stated the Bypass Project is underway with E.R. Snell. The first reading of the Alcohol Ordinance will be at the meeting on Monday, and the second reading will be done in August. There are not any expansions of districts at this time, but some different nodes could possibly be created later.

The Committee, Mr. Propes, and Ms. Aldridge further discussed the Alcohol Ordinance, the possible future expansion to the Mills, and creating nodes.

Ms. Leigh Ann Aldridge and Mr. Propes discussed the Downtown Wi-Fi Project being underway.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

Ms. Leigh Ann Aldridge stated the Boy Scouts are going to be painting the chairs that are out in front of City Hall.

2. Redevelopment Projects

The Committee, Mr. Propes, and Mr. Bailey discussed the next steps for the property where Gwinnett Appliance is located; they are in the process of moving out of the building.

Mr. Propes stated he would send the Committee a copy of the parking study done for the lot.

Committee Member Andrea Gray stated she wanted to make sure parking is added to the agenda for the retreat.

The Committee and Mr. Propes discussed the parking in Braselton.

Mr. Propes explained Braselton was able to use SPLOST Funds towards their parking deck.

3. Entertainment Draws

The Committee discussed the fireworks, concerts, Fall Fest, and the Christmas Parade.

Mr. Chris Bailey, Mr. Dwayne Day, Ms. Leigh Ann Aldridge, and the Committee discussed the turtle program, replacing some of the decals, and people taking the turtles.

VI. PROGRAMS

1. Farmers Market

Chairman Anderson stated the market is beginning to get more produce in.

Ms. Leigh Ann Aldridge stated the market has been staying packed; there have been around 2,000 people every Saturday.

The Committee and Ms. Aldridge discussed the vendor fees.

VII. FUNDING

1. Sponsorship

a. 2023 Sponsorship Update

Ms. Leigh Ann Aldridge stated there are \$68,000 in sponsorships committed so far.

The Committee discussed sponsorship funds in detail. They will work on the Sponsorship Brochure at the Retreat so it can be sent out in the Fall.

2. Façade Grants

There were no façade grants.

3. Community Event Grants

There were no community event grants.

VIII. NEW BUSINESS

Ms. Leigh Ann Aldridge stated that Sweetberry Bowls will be opening next week. She discussed the Business Owners Meeting. The Disc Syndicate is a new business that opened inside of Coffee Camper, where Elevate was located. She discussed the possibility that Bellamie might be closing, because the air conditioner has stopped working and the property owner will not replace the unit.

Committee Member Andrea Gray stated the air conditioning issue is a legal problem that should be covered in the lease agreement. They should file a complaint in the Superior Court. If nothing else, it will get the attention of the building owner.

Ms. Aldridge stated the roofing company located inside of the old City Hall building will not be renewing their lease. The Museum has expressed interest in the space. She will check with the Museum and let them know that they will have to pay rent for the space.

Chairman Anderson explained Sarah Johnson, Chris Bailey, and herself interviewed four applicants for the vacant board seat. They are recommending Brittany Palazzo; she will fill the unexpired term of Ross Bradley, which will expire in 2024.

IX. ANNOUNCEMENTS

- 1. Georgia Downtown Conference August 21 – 25, 2023 – Canton**
- 2. DDA Board Retreat – July 24, 2023 from 8:00 am to 5:00 pm – Synovus Bank**
- 3. Next Meeting – August 10, 2023 at 8:00 at City Hall**

X. ADJOURN

*Motion by M. Malcom, seconded by Sisk.
Passed Unanimously*

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
ANNUAL PLANNING RETREAT
JULY 24, 2023 – 8:00 A.M.**

**Synovus Bank
104 East Washington Street
Monroe, Ga**

The Downtown Development Authority met for their Annual Planning Retreat.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Brittany Palazzo Chris Collins Myoshia Crawford Lee Malcom	Chairman Vice-Chairman Secretary Board Member Board Member Board Member City Council Representative City Council Representative
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Those Absent:	Wesley Sisk	Board Member
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Staff Present:	Leigh Ann Aldridge, Logan Propes, Beverly Harrison, Chris Bailey, Les Russell
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Visitors:

I. REVIEW OF 2022 – 2023

The Committee and Ms. Aldridge discussed the Community Work Plan Review Form to be updated for 2023 – 2024.

II. WORKPLAN REVIEW

1. Mission Statement

The Committee and Ms. Aldridge discussed the Mission Statement.

The consensus was for the Mission Statement to remain the same.

2. Vision Statement

The Committee and Ms. Aldridge discussed the Vision Statement.

The consensus was for the Vision Statement to remain the same.

3. Strategies

The Committee and Ms. Aldridge discussed Strategy updates and changes.

The consensus for Strategy #1 was to update the objective to include the initiation of a parking campaign. The project task changes included working with the Carl Vinson Institute for a branding campaign for parking, continue communicating with businesses concerning employee parking, continue the increase of foot patrol in downtown with the use of the new golf cart, add the enforcement of two-hour parking, add better signage to identify lots, and continue research for paid parking options along with the creation of a parking deck.

The consensus was to update the Transformation of Strategy #2 to include seeking more entertainment opportunities, while supporting current dining and retail to sustain a vibrant and thriving downtown. Change the objective to acquiring property adjacent to City property that will be vital for future redevelopment and to add parking, with specific focus around the Town Green. Additions to the project tasks include demolishing the building and getting a design plan from Keck & Wood for the Wayne Street property. The façade grant program will be enhanced and the amount will be increased.

The consensus for Strategy #3 was to update the Transformation to include establishing a culture of enjoying downtown. The task changes include adding Instagram spots around downtown, rebranding the Farmers Market to include artisans, and partnering with the Museum for the Historic Building Virtual Tour.

III. REBUILD WORKPLAN

1. Transformation Strategies

The Committee and Ms. Aldridge discussed Redevelopment Projects, Downtown Design, and Entertainment Draws in detail.

City Administrator Logan Propes explained the Wi-Fi mesh network is in progress for the downtown area.

The Committee discussed paid parking lots, two-hour free parking, and strict enforcement of signage. They discussed the possibility of educating business owners about employee parking when they get their business license.

Mr. Propes discussed funding parking enforcement at the Police Department, which would take at least two employees that are not officers. They could look at starting with limited scope enforcement with ticketing being done sporadically. He explained when Brown Oil gets moved it will clear about 20 spaces, but the County is going to use the orange lot for their parking.

The Committee, Mr. Propes, and Ms. Aldridge discussed getting the lots cleaned up to be more inviting, wayfinding for parking, and adding street names to the color-coded lots. They discussed getting CVIOG to add a walking campaign in with the parking campaign, and a future parking deck.

Mr. Propes stated he would discuss the possibility of a partnership for a parking deck with Walton County.

Committee Member Whit Holder discussed the possibility of purchasing a lot, which could be made into paid parking for a couple of years, and then a parking deck could be built on the lot at a later time.

Committee Member Chris Colling stated that the paid parking funds could be used in helping to fund a deck.

Ms. Aldridge suggested doing more research and to put a parking deck on the radar for the future.

Mr. Propes explained that Walton County has designated spaces for parking on Court Street and Spring Street that belong to the City. He recommended for the DDA to send a letter to the County about how they are taking available parking by moving their employees into downtown.

The Committee discussed details and benefits of getting a hotel in downtown.

Mr. Propes will continue to work further with the hotel.

The Committee, Mr. Propes, and Ms. Aldridge discussed continuing pursuit of key properties vital to DDA and how they would like to know about properties before they are sold to someone else. They discussed the events they currently hold such as the Friday Night Concerts, the Car Show, Fall Fest, Flower Festival, Chocolate Walk, Unicorn Day, Story Book Day, and Dinosaur Day. They discussed adding various popup events, rotating some of the events each year, and various ideas for having movie nights.

Mr. Propes explained there will be City only events at the Town Green for the first year; it will not be rented out, and the events will be kept small. He suggested keeping the movie nights as popup events. He discussed trying to stay away from huge events that take a lot of staff and money. He stated Savannah has several individuals to play music in different spots, which the City could do around the Town Green; they could wear a badge as their permit for being there.

The Committee discussed specifics of the Farmers Market in detail, changing the name of the market, and attracting more farmers.

Mr. Propes suggested waiving the fee for farmers.

Chairman Anderson will talk to Joe Chapman about getting the inmates to help with setting up the tents.

Ms. Aldridge will talk to Audrey Fuller about staying.

The Committee discussed murals and making alleyways into a place that people want to go to and take their pictures. They discussed setting a budget and identifying areas for picture options.

Mr. Chris Bailey and Ms. Aldridge discussed banner replacements.

2. Top Priorities for 2023

The Committee, Mr. Propes, and Ms. Aldridge discussed the top priorities and goals.

Chairman Anderson stated that parking has already been covered. She discussed the County selling the National Bank Building and the USDA Building.

The Committee, Mr. Propes, and Ms. Aldridge discussed private and public partnerships. They discussed redevelopment projects for 225 South Midland and 107 Milledge Avenue.

IV. OTHER ITEMS

1. Volunteer Program – Committees

The Committee, Mr. Propes, and Ms. Aldridge discussed having Volunteer Committees. Whit Holder and Andrea Gray will work on hotel, Chris Collin and Andrea Gray will work on parking, Meredith Malcom and Leigh Ann Aldridge will work on sponsorships, Brittany Palazzo and Leigh Ann Aldridge will work on marketing.

2. Boost Grants

The Committee discussed marketing grants. They decided boost grants were not something to pursue at this time. They discussed increasing the amount for façade grants and including other beautification options.

The consensus was to increase the total amount of allocation for the façade grant to \$15,000, with a maximum grant of \$2,500. Businesses have to put up a 50% match. The new amounts will start in January.

3. Sponsorship Campaign

The Committee reviewed sponsorships, marketing, and possible changes. They discussed the amounts and quantity of sponsors for different events.

Committee Member Meredith Malcom suggested having sponsors for pocket parks.

The Committee discussed changes and revamping the brochure to be brought back next month.

4. 2024 Events

The Committee and Ms. Aldridge discussed the possibility of changing some events from Court Street to Lumpkin Street and having popup events on the Town Green, which could include movie nights. The QR Code Project will be starting with thirteen properties for the virtual tours.

Ms. Aldridge discussed having a Monroe Volunteer Program, which could be a pool of volunteers that could be used for different things. The pool could be drawn from when needed and could connect people to their interests.

V. ADJOURN

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
AUGUST 10, 2023 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Brittany Palazzo Chris Collins Lee Malcom	Chairman Vice-Chairman Secretary Board Member Board Member Board Member City Council Representative
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Staff Present: Leigh Ann Aldridge, Logan Propes, Beth Thompson, Beverly Harrison, Kaitlyn Stubbs, Les Russell, Dwayne Day

Visitors: Jeremy Banks

I. CALL TO ORDER

1. Roll Call

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

2. Approval of Previous Meeting Minutes

Ms. Leigh Ann Aldridge stated the minutes would be approved at the next meeting.

3. Approval of Financial Statements

a. June Financials

To approve the April 2023 Financials.

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

II. PUBLIC FORUM

There were no public comments.

III. CITY UPDATE

City Administrator Logan Propes stated the Alcohol Ordinance went through the first reading, but the last pour time still seems to be an issue.

The Committee, Mr. Propes, and Ms. Aldridge discussed the time, locations, and other cities.

Committee Member Chris Collin stated he does not know if the time is necessarily the problem or whether it is the behavior that is happening during that time. It would not be right to punish others for the actions of a few. The issue could possibly be solved with more policing.

Mr. Propes explained they have strengthened the language about serving food the entire time alcohol is being served. Pop-in inspections will need to be done. The Town Green is 99% done; the audio system is still being worked out. The splash pad will not open this year. The demo of the Milner Aycock building has started, and it looks good. They believe it will be done in about eight to nine months.

IV. COUNTY UPDATE

Ms. Leigh Ann Aldridge stated that Shane Short has indicated that the County will be selling the two buildings, but he does not have a date.

Council Member Lee Malcom arrived at 8:20 am.

V. COMMUNITY WORK PLAN & REPORTS

1. 2023-2024 Workplan Review

Ms. Leigh Ann Aldridge gave a brief update from the Retreat. She discussed moving forward with the Carl Vinson Institute on the parking campaign branding. She stated the Committee needs to set a budget amount for the murals and public art. She suggested involving local students in some of the art projects.

The Committee and Ms. Aldridge discussed different ideas and options for going forward with the murals and the murals being a partnership with the business owners.

Committee Member Chris Collin stated that he is hearing three different things: signage, murals, and Monroe propaganda. He stated he would like to see more murals, which the artist would design. The murals could double as Instagram opportunities.

Chairman Anderson questioned the next step in moving forward.

Ms. Aldridge stated they have located opportunities in several location.

Committee Member Brittany Palazzo discussed some of the possible art work.

Mr. Anderson questioned whether they could have some ideas by the next meeting.

Mr. Aldridge stated they would have some ideas, and she could get a cost after the design is done.

2. Downtown Design

Ms. Leigh Ann Aldridge discussed getting new brackets for some of the banners.

The Committee and Ms. Aldridge discussed the banners for the Town Green.

The Committee, Mr. Propes, and Ms. Aldridge discussed having a Christmas tree lighting at the Town Green, other Christmas decorations, the lights at Childers Park, and sponsorships.

3. Redevelopment Projects

The Committee, Mr. Propes, and Ms. Aldridge discussed the Gwinnett Appliance lot and DDA now paying interest on the loan.

Mr. Propes stated the City will cleanup the lot and gravel it for the time being. Council would have to vote, but he is not sure if the City has enough in SPLOST Funds. He stated the City is about to redo the rear parking lot at the Library.

The Committee and Mr. Propes discussed the Nowell Recreation Building and the possibility of trading something to the County for the building.

Chairman Anderson stated the DDA needs to get rid of some debt.

4. Entertainment Draws

Ms. Leigh Ann Aldridge stated the concert went great last week; there were about 6,000 people in attendance.

The Committee and Ms. Aldridge discussed the alcohol cups, policing the cups, and addressing any situations that may arise. They discussed specific changes for when the concerts start being held on the Town Green, the streets that should be used, the streets that should be closed, and where to put the food trucks.

VI. PROGRAMS

1. Farmers Market

Ms. Leigh Ann Aldridge stated the Farmers Market is going well and are averaging over 2,000 a weekend. A date has not been set for the Farm to Table Event yet.

The Committee and Ms. Aldridge discussed details for the event.

VII. FUNDING

1. Sponsorship

Ms. Leigh Ann Aldridge discussed the changes on the Brochure and event sponsorships and opportunities. The Car Show has been increased to four sponsorship opportunities for 2024.

Committee Member Andrea Gray suggested having sponsorship T-shirts for the Car Show.

Finance Director Beth Thompson stated the \$68,000 raised in Sponsorship Funds this year are about \$30,000 more than any of the prior years.

Committee Member Meredith Malcom stated that sponsorship for the Christmas Tree Lighting at the new Town Green could be added under the Christmas Parade.

Committee Member Brittany Palazzo suggested making the Christmas Tree Lighting Event into a mini concert.

The Committee and Ms. Aldridge discussed having the Tree Lighting and mini concert on the Saturday after Thanksgiving, at the end of Small Business Saturday; churches and schools could sing Christmas songs. After discussing the fireworks, the Committee decided to leave the it on

the brochure even though it is not really an event. They discussed adding the Mural Partnership and the Christmas Tree Lighting Event to the brochure.

Ms. Aldridge stated that she will change the picture of the Courthouse to a picture of the new Town Green and get the Brochure finalized, so it can be sent out in September.

2. Façade Grants

There were no façade grants.

3. Community Event Grants

There were no community event grants.

VIII. NEW BUSINESS

Ms. Leigh Ann Aldridge stated that the Museum is interest in the space of the roofing company, but they want it for free.

Chairman Anderson stated that she has talked with Kim Mulkey Smith and Steve Brown; they would like the space for no charge or at least a minimal charge.

Ms. Aldridge discussed moving some spaces around to help the flow and layout. She stated that Stuever Studios has had problems with the HVAC unit, which caused a bad leak. The leak happened over the weekend when no one was there to catch it. They have requested help with replacement of the bookshelf and materials that were ruined by the leak.

The Committee discussed replacing the bookshelf and making sure that all of the tenants have renters' insurance, which should be required in the lease agreement. The tenants are responsible for filters and maintenance.

To credit their rent up to \$200 for replacement of the bookshelf and materials.

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

Chairman Anderson requested for Ms. Aldridge to send copies of the lease agreements to Committee Member Andrea Gray for her to review. The renters need to have proof of rental insurance and have maintenance logs; an addendum may need to be added to the leases. She will talk to Kim Mulkey about liability insurance for the Museum.

The Committee and Ms. Aldridge discussed the space of the roofing company, the space of the tax office, and possibly moving the spaces around.

City Administrator Logan Propes discussed the possibility of folding the Museum into the CVB umbrella and making it the CVB headquarters. He stated the City already pays for the staff member that works there.

The Committee, Mr. Propes, Ms. Aldridge discussed whether the non-profit board would remain or not, the benefits the combination would provide, where the alternate income for DDA would come from, and the monthly rental amounts received.

Mr. Propes stated it will not happen immediately, but it is something for the Committee to think about for now.

Chairman Anderson stated the available seat on the board from Wesley Sisk’s resignation has been posted on the City website, and Les Russell has contacted the previous applicants.

Council Member Meredith Malcom questioned what is going on with the McDaniel Tichnor House.

Committee Member Andrea Gray stated they just finished having the Princess & Diva Camp, and they are still doing events. They used to provide full wedding packages but are just running the facility now. She explained there is a full-time executive there all day every day; weddings book a year in advance, so they are trying to recover.

IX. ANNOUNCEMENTS

1. Next Meeting – September 14, 2023 at 8:00 at City Hall

X. ADJOURN

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



Monroe, GA

Budget Report Account Summary

For Fiscal: 2023 Period Ending: 07/31/2023

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance (Unfavorable)	Percent Remaining
Revenue						
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG						
100-7520-347300	MISC EVENT FEES	20,000.00	20,000.00	0.00	0.00	-20,000.00 100.00 %
100-7520-347301	CAR SHOW	0.00	0.00	0.00	325.00	325.00 0.00 %
100-7520-383000	REIMB FOR DAMAGED PROPERTY	0.00	0.00	0.00	904.00	904.00 0.00 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Total:		20,000.00	20,000.00	0.00	1,229.00	-18,771.00 93.86%
DEPT: 7521 - MAINSTREET						
100-7521-371003	MAIN STREET CONTRIBUTIONS	35,000.00	35,000.00	0.00	26,250.00	-8,750.00 25.00 %
DEPT: 7521 - MAINSTREET Total:		35,000.00	35,000.00	0.00	26,250.00	-8,750.00 25.00%
Revenue Total:		55,000.00	55,000.00	0.00	27,479.00	-27,521.00 50.04%
Expense						
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG						
100-7520-511100	REGULAR SALARIES	231,170.00	231,170.00	17,662.45	134,031.41	97,138.59 42.02 %
100-7520-511200	PART - TIME/TEMPORARY SALARIES	6,000.00	5,700.00	0.00	0.00	5,700.00 100.00 %
100-7520-511300	OVERTIME SALARIES	0.00	200.00	0.00	90.00	110.00 55.00 %
100-7520-512100	GROUP INS	44,000.00	44,000.00	1,524.56	32,884.43	11,115.57 25.26 %
100-7520-512200	SOCIAL SECURITY	14,705.00	14,705.00	1,080.51	8,206.31	6,498.69 44.19 %
100-7520-512300	MEDICARE	3,440.00	3,440.00	252.70	1,919.24	1,520.76 44.21 %
100-7520-512400	GMEBS-RETIREMENT CONTRIBUTI...	28,980.00	28,980.00	2,562.90	17,904.08	11,075.92 38.22 %
100-7520-512910	MEDICAL EXAMS	100.00	100.00	0.00	0.00	100.00 100.00 %
100-7520-512915	EMPLOYEE ASSISTANCE PROGRAM	51.00	151.00	27.37	82.11	68.89 45.62 %
100-7520-512916	WALTON ATHLETIC MEMBERSHIP	240.00	240.00	0.00	26.52	213.48 88.95 %
100-7520-521200	PROFESSIONAL SERVICES	57,650.00	57,650.00	63.38	1,483.26	56,166.74 97.43 %
100-7520-521201	I/T SVCS - WEB DESIGN, ETC.	1,000.00	1,000.00	0.00	868.54	131.46 13.15 %
100-7520-522140	LAWN CARE & MAINTENANCE	1,000.00	1,000.00	0.00	475.00	525.00 52.50 %
100-7520-522145	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	0.00	20,000.00 100.00 %
100-7520-522208	MAINTENANCE CONTRACTS	4,910.00	4,910.00	384.34	2,002.81	2,907.19 59.21 %
100-7520-522322	EQUIPMENT RENTAL	180.00	180.00	18.81	60.35	119.65 66.47 %
100-7520-523200	COMMUNICATION SERVICES	2,600.00	2,600.00	88.25	921.09	1,678.91 64.57 %
100-7520-523210	POSTAGE	0.00	100.00	0.00	100.00	0.00 0.00 %
100-7520-523300	ADVERTISING	15,000.00	10,500.00	576.10	2,650.59	7,849.41 74.76 %
100-7520-523301	MISC EVENTS	110,000.00	44,450.00	19,800.00	29,780.38	14,669.62 33.00 %
100-7520-523400	PRINTING	2,000.00	6,500.00	1,523.00	6,379.53	120.47 1.85 %
100-7520-523510	TRAVEL EXPENSE	5,000.00	6,500.00	545.36	5,975.42	524.58 8.07 %
100-7520-523600	DUES/FEES	1,500.00	1,500.00	0.00	928.49	571.51 38.10 %
100-7520-523700	TRAINING & EDUCATION -EMPLOYEE	6,500.00	5,000.00	525.00	2,769.41	2,230.59 44.61 %
100-7520-523850	CONTRACT LABOR	3,500.00	3,500.00	0.00	62.99	3,437.01 98.20 %
100-7520-531100	OFFICE SUPPLIES & EXPENSES	5,000.00	4,900.00	0.00	754.69	4,145.31 84.60 %
100-7520-531110	SPONSORSHIPS/DONATIONS	5,000.00	5,000.00	0.00	0.00	5,000.00 100.00 %
100-7520-531121	COMPUTER EQUIP NON-CAP	1,500.00	1,500.00	0.00	0.00	1,500.00 100.00 %
100-7520-531175	FARMERS MARKET EXP	0.00	650.00	55.00	648.17	1.83 0.28 %
100-7520-531177	CAR SHOW EXP	0.00	5,950.00	1,152.50	5,922.77	27.23 0.46 %
100-7520-531178	CONCERT EXP	0.00	50,000.00	601.94	24,301.60	25,698.40 51.40 %
100-7520-531179	FLOWER FESTIVAL EXP	0.00	3,450.00	125.00	3,436.85	13.15 0.38 %
100-7520-531183	CANDLELIGHT SHOPPING EXP	0.00	1,500.00	780.00	805.00	695.00 46.33 %
100-7520-531203	OLD CITY HALL BLDG	7,000.00	7,000.00	0.00	0.00	7,000.00 100.00 %
100-7520-531300	FOOD	1,000.00	5,000.00	14.77	4,387.45	612.55 12.25 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Total:		579,026.00	579,026.00	49,363.94	289,858.49	289,167.51 49.94%
Expense Total:		579,026.00	579,026.00	49,363.94	289,858.49	289,167.51 49.94%
Report Surplus (Deficit):		-524,026.00	-524,026.00	-49,363.94	-262,379.49	261,646.51 49.93%

DDA Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 07/31/2023



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-336100	CITY FUNDING OF DDA	0.00	0.00	0.00	18,750.00	-18,750.00
002-7550-347301	CAR SHOW	0.00	0.00	0.00	13,170.58	-13,170.58
002-7550-347302	CONCERTS	0.00	0.00	439.56	4,260.52	-4,260.52
002-7550-347303	FLOWER FESTIVAL	0.00	0.00	154.82	9,279.92	-9,279.92
002-7550-347304	FALL FESTIVAL	0.00	0.00	2,576.15	3,306.34	-3,306.34
002-7550-347305	CHRISTMAS PARADE	0.00	0.00	50.00	50.00	-50.00
002-7550-347903	FARMERS MARKET	0.00	0.00	1,520.17	11,946.12	-11,946.12
002-7550-361000	INTEREST REVENUES	0.00	0.00	-66.31	70.09	-70.09
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	418.24	2,991.24	-2,991.24
002-7550-371000	SPONSORSHIPS	0.00	0.00	3,500.00	68,078.95	-68,078.95
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	2,425.00	28,925.00	-28,925.00
002-7550-389000	OTHER	0.00	0.00	74.82	211.28	-211.28
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,823.54	12,701.22	-12,701.22
002-7550-389005	DOWNTOWN DOLLARS	0.00	0.00	254.82	4,119.29	-4,119.29
002-7550-392200	PROPERTY SALE	0.00	0.00	0.00	50,008.00	-50,008.00
	Revenue Total:	0.00	0.00	13,170.81	227,868.55	
Expense						
002-7550-522140	LAWN CARE & MAINTENANCE	0.00	0.00	0.00	4,500.00	-4,500.00
002-7550-523301	MISC EVENT EXPENSE	0.00	0.00	0.00	640.00	-640.00
002-7550-523303	FARMERS MKT-GIFT CERTS	0.00	0.00	25.00	25.00	-25.00
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	0.00	0.00	193.00	-193.00
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	0.00	23.00	94.00	-94.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	70.00	315.00	-315.00
002-7550-523600	DUES/FEES	0.00	0.00	61.92	200.86	-200.86
002-7550-523850	CONTRACT LABOR	0.00	0.00	0.00	6,300.00	-6,300.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	436.84	-436.84
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	0.00	224.66	-224.66
002-7550-531177	CAR SHOW EXP	0.00	0.00	0.00	2,000.00	-2,000.00
002-7550-531179	FLOWER FESTIVAL EXP	0.00	0.00	0.00	1,528.59	-1,528.59
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,309.86	8,545.62	-8,545.62
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	0.00	0.00	0.00	8,500.00	-8,500.00
002-7550-572032	CITY FUNDING FROM DDA	0.00	0.00	0.00	17,500.00	-17,500.00
002-7550-573000	LOAN PAYMENTS	0.00	0.00	1,414.58	11,410.97	-11,410.97
	Expense Total:	0.00	0.00	2,904.36	62,414.54	
	Total Surplus (Deficit):	0.00	0.00	10,266.45	165,454.01	



Monroe, GA

Detail Report Account Detail

Date Range: 07/01/2023 - 07/31/2023

Account	Name					Beginning Balance	Total Activity	Ending Balance
Revenue								
002-7550-347302	CONCERTS					-3,820.96	-439.56	-4,260.52
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/31/2023	GLPKT50952	JN10591		JULY PAY PAL & VENMO TRANSACTIONS...			-439.56	-4,260.52
002-7550-347303	FLOWER FESTIVAL					-9,125.10	-154.82	-9,279.92
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/18/2023	CLPKT07972	R00538556		M WHITE FLOWER FEST			-154.82	-9,279.92
002-7550-347304	FALL FESTIVAL					-730.19	-2,576.15	-3,306.34
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/07/2023	CLPKT07942	R00535150		BRUCE & SABBY			-77.41	-807.60
07/18/2023	CLPKT07972	R00538557		FALL FEST FAITHWAY CATTLE			-75.00	-882.60
07/18/2023	CLPKT07973	R00538584		FALL FEST ENVIRONMENTAL SEPTIC			-102.89	-985.49
07/21/2023	CLPKT07985	R00539918		T WADE FALL FESTIVAL			-102.89	-1,088.38
07/31/2023	GLPKT50952	JN10591		JULY PAY PAL & VENMO TRANSACTIONS...			-2,217.96	-3,306.34
002-7550-347305	CHRISTMAS PARADE					0.00	-50.00	-50.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/21/2023	CLPKT07985	R00539921		GRAYSTON CHURCH CHRISTMAS PARADE			-50.00	-50.00
002-7550-347903	FARMERS MARKET					-10,425.95	-1,520.17	-11,946.12
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/18/2023	CLPKT07972	R00538558		FARMERS MKT CASH 7/1/23			-185.00	-10,610.95
07/18/2023	CLPKT07972	R00538559		FARMERS MKT CK 7/1/23			-15.00	-10,625.95
07/18/2023	CLPKT07972	R00538560		FARMERS MKT CASH 7/8/23			-225.00	-10,850.95
07/18/2023	CLPKT07972	R00538561		FARMERS MKT CASH 7/15/23			-70.00	-10,920.95
07/31/2023	GLPKT50952	JN10591		JULY PAYPAL & VENMO TRANSACTIONS...			-119.33	-11,040.28
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-71.62	-11,111.90
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-69.12	-11,181.02
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-128.38	-11,309.40
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-142.95	-11,452.35
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-105.01	-11,557.36
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-142.95	-11,700.31
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-14.27	-11,714.58
07/31/2023	BRPKT01482	DDA SYNOVUSMerchP...		MerchPayout			-162.54	-11,877.12
07/31/2023	BRPKT01482	DDA SYNOVUSWholes...		Wholesome Wave			-25.00	-11,902.12
07/31/2023	GLPKT51344	JN10652		FARMERS MARKET REVENUE			-44.00	-11,946.12

Detail Report

Date Range: 07/01/2023 - 07/31/2023

Account	Name				Beginning Balance	Total Activity	Ending Balance	
002-7550-361000	INTEREST REVENUES				-136.40	66.31	-70.09	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/25/2023	GLPKT50816	JN10578		Recon diff in WF acct			74.93	-61.47
07/31/2023	BRPKT01466	Revolving Loan Fund...		JULY 2023			-1.93	-63.40
07/31/2023	BRPKT01479	DDA LOAN ACCTJuly In...		July Interest			-4.25	-67.65
07/31/2023	BRPKT01480	DDA DOWNTOWN DO...		July Interest			-2.19	-69.84
07/31/2023	GLPKT51344	JN10652		INTEREST REVENUE			-0.25	-70.09
002-7550-361002	INTEREST-REVOLVING LOAN FUND				-2,573.00	-418.24	-2,991.24	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/18/2023	ARPKT01744	Invoice Packet ARPKT...		7/18/23 AR HH - RLF			-418.24	-2,991.24
002-7550-371000	SPONSORSHIPS				-64,578.95	-3,500.00	-68,078.95	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/18/2023	CLPKT07973	R00538569		SPONSORSHIP ACOPIA HOME LOANS			-500.00	-65,078.95
07/24/2023	CLPKT07991	R00540398		SNELLVILLE HEATING & AIR			-2,000.00	-67,078.95
07/24/2023	CLPKT07991	R00540399		STREETSIDE CLASSICS			-1,000.00	-68,078.95
002-7550-381011	RENTAL - 227 S BROAD				-26,500.00	-2,425.00	-28,925.00	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/07/2023	CLPKT07942	R00535150		WELLINGTON RENT			-425.00	-26,925.00
07/18/2023	CLPKT07971	R00538555		MONROE MUSEUM			-500.00	-27,425.00
07/18/2023	CLPKT07973	R00538571		RENT DOWN EAST			-1,500.00	-28,925.00
002-7550-389000	OTHER				-136.46	-74.82	-211.28	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/31/2023	GLPKT50952	JN10591		JULY PYPAL & VENMO TRANSACTIONS...			-74.82	-211.28
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND				-10,877.68	-1,823.54	-12,701.22	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/18/2023	ARPKT01744	Invoice Packet ARPKT...		7/18/23 AR HH - RLF			-1,823.54	-12,701.22
002-7550-389005	DOWNTOWN DOLLARS				-3,864.47	-254.82	-4,119.29	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/31/2023	GLPKT50952	JN10591		JULY PAY PAL & VENMO TRANSACTIONS...			-254.82	-4,119.29
Total Revenue:					Beginning Balance: -132,769.16	Total Activity: -13,170.81	Ending Balance: -145,939.97	
Expense						0.00	25.00	25.00
002-7550-523303	FARMERS MKT-GIFT CERTS							
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/21/2023	GLPKT50748	JN10572		BEST DAY FARMS			10.00	10.00
07/21/2023	GLPKT50748	JN10572		M DECKER			15.00	25.00

Detail Report

Account	Name				Beginning Balance	Total Activity	Ending Balance	
002-7550-523305	FARMERS MKT-EBT TOKENS				71.00	23.00	94.00	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/21/2023	GLPKT50748	JN10572		M DECKER			23.00	94.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT				245.00	70.00	315.00	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/21/2023	GLPKT50748	JN10572		M PEZ Nut			35.00	280.00
07/21/2023	GLPKT50748	JN10572		B LONG			35.00	315.00
002-7550-523600	DUES/FEES				138.94	61.92	200.86	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/31/2023	BRPKT01482	DDA SYNOVUSBank Fe...		Bank Fee July			61.92	200.86
002-7550-531203	OLD CITY HALL BLDG				7,235.76	1,309.86	8,545.62	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/18/2023	GLPKT50669	JN10558		UTILITIES OLD CITY HALL			1,309.86	8,545.62
002-7550-573000	LOAN PAYMENTS				9,996.39	1,414.58	11,410.97	
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
07/31/2023	BRPKT01479	DDA LOAN ACCTJuly p...		July payment			1,414.58	11,410.97
Total Expense:					Beginning Balance: 17,687.09	Total Activity: 2,904.36	Ending Balance: 20,591.45	
Grand Totals:					Beginning Balance: -115,082.07	Total Activity: -10,266.45	Ending Balance: -125,348.52	

Downtown Development Authority Events 2023

	<u>Revenues</u>		<u>Expenses</u>			Profit/Loss including labor	Profit/Loss excluding Labor
	DDA collected Revenues	City collected Revenues	DDA	Expenses	City Expenses		
Candlelight Shopping					805	(805)	(805)
Car Show	13,171	325	2,000	5,923	9,465	(3,892)	5,573
Christmas Parade	50					50	50
Concerts	4,261			24,302		(20,041)	(20,041)
Fall Festival	3,306					3,306	3,306
Farm to Table						0	0
Farmers Market	11,946		852	648		10,446	10,446
Flower Festival	9,280		1,529	3,437		4,314	4,314
Childers Park- Night of Lights					9,386	(9,386)	0
Totals	42,013	325	4,380	35,114	18,851	(16,007)	2,844



Monroe, GA

Trial Balance Account Summary

Date Range: 07/01/2023 - 07/31/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	782,082.54	10,951.34	451,561.78	-440,610.44	341,472.10
002-111108	DOWNTOWN DOLLARS SYNOVUS	26,362.23	2.19	930.00	-927.81	25,434.42
002-111111	DDA LOAN CHECKING-AF	50,459.36	4.25	1,414.58	-1,410.33	49,049.03
002-111115	DDA WELLS FARGO	5,969.25	44.25	74.93	-30.68	5,938.57
002-111145	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	126,071.88	2,243.71	0.00	2,243.71	128,315.59
002-111900	DUE FROM OTHERS	6,250.00	0.00	0.00	0.00	6,250.00
002-111901	ACCOUNTS RECEIVABLE - MISC	0.00	2,241.78	2,241.78	0.00	0.00
002-112802	DDA WAYNE ST PARCELS INVESTMENT	242,999.64	0.00	0.00	0.00	242,999.64
002-121104	ACCTS PAYABLE-DOWNTOWN	6,320.29	930.00	0.00	930.00	7,250.29
Liability						
002-121100	ACCOUNTS PAYABLE	200.00	0.00	0.00	0.00	200.00
002-121900	DUE TO OTHER FUNDS	-450,072.00	450,072.00	0.00	450,072.00	0.00
002-125355	DDA WAYNE ST PARCELS - LONG TERM	-242,500.00	0.00	0.00	0.00	-242,500.00
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-399,455.63	0.00	0.00	0.00	-399,455.63
Revenue						
002-7550-336100	CITY FUNDING OF DDA	-18,750.00	0.00	0.00	0.00	-18,750.00
002-7550-347301	CAR SHOW	-13,170.58	0.00	0.00	0.00	-13,170.58
002-7550-347302	CONCERTS	-3,820.96	0.00	439.56	-439.56	-4,260.52
002-7550-347303	FLOWER FESTIVAL	-9,125.10	0.00	154.82	-154.82	-9,279.92
002-7550-347304	FALL FESTIVAL	-730.19	0.00	2,576.15	-2,576.15	-3,306.34
002-7550-347305	CHRISTMAS PARADE	0.00	0.00	50.00	-50.00	-50.00
002-7550-347903	FARMERS MARKET	-10,425.95	0.00	1,520.17	-1,520.17	-11,946.12
002-7550-361000	INTEREST REVENUES	-136.40	74.93	8.62	66.31	-70.09
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-2,573.00	0.00	418.24	-418.24	-2,991.24
002-7550-371000	SPONSORSHIPS	-64,578.95	0.00	3,500.00	-3,500.00	-68,078.95
002-7550-381011	RENTAL - 227 S BROAD	-26,500.00	0.00	2,425.00	-2,425.00	-28,925.00
002-7550-389000	OTHER	-136.46	0.00	74.82	-74.82	-211.28
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-10,877.68	0.00	1,823.54	-1,823.54	-12,701.22
002-7550-389005	DOWNTOWN DOLLARS	-3,864.47	0.00	254.82	-254.82	-4,119.29
002-7550-392200	PROPERTY SALE	-50,008.00	0.00	0.00	0.00	-50,008.00
Expense						
002-7550-522140	LAWN CARE & MAINTENANCE	4,500.00	0.00	0.00	0.00	4,500.00
002-7550-523301	MISC EVENT EXPENSE	640.00	0.00	0.00	0.00	640.00
002-7550-523303	FARMERS MKT-GIFT CERTS	0.00	25.00	0.00	25.00	25.00
002-7550-523304	FARMERS MKT-SR BUCKS	193.00	0.00	0.00	0.00	193.00
002-7550-523305	FARMERS MKT-EBT TOKENS	71.00	23.00	0.00	23.00	94.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	245.00	70.00	0.00	70.00	315.00
002-7550-523600	DUES/FEES	138.94	61.92	0.00	61.92	200.86
002-7550-523850	CONTRACT LABOR	6,300.00	0.00	0.00	0.00	6,300.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	436.84	0.00	0.00	0.00	436.84
002-7550-531175	FARMERS MKT GEN EXP	224.66	0.00	0.00	0.00	224.66
002-7550-531177	CAR SHOW EXP	2,000.00	0.00	0.00	0.00	2,000.00
002-7550-531179	FLOWER FESTIVAL EXP	1,528.59	0.00	0.00	0.00	1,528.59
002-7550-531203	OLD CITY HALL BLDG	7,235.76	1,309.86	0.00	1,309.86	8,545.62
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	8,500.00	0.00	0.00	0.00	8,500.00
002-7550-572032	CITY FUNDING FROM DDA	17,500.00	0.00	0.00	0.00	17,500.00
002-7550-573000	LOAN PAYMENTS	9,996.39	1,414.58	0.00	1,414.58	11,410.97
Fund 002 Total:		0.00	469,468.81	469,468.81	0.00	0.00
Report Total:		0.00	469,468.81	469,468.81	0.00	0.00