



Downtown Development Authority

AGENDA

Thursday, March 10, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

1. February DDA Minutes

APPROVAL OF PREVIOUS EXECUTIVE SESSION MINUTES

APPROVAL OF FINANCIAL STATEMENTS

2. 2022 DDA Budget

3. DDA January Financials

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Redevelopment Projects

Entertainment Draws

PROGRAMS

Farmers Market

FUNDING**SPONSORSHIP**

FACADE GRANTS - None.

COMMUNITY EVENT GRANTS - None.

NEW BUSINESS**ANNOUNCEMENTS:**

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

ADJOURN



Downtown Development Authority

MINUTES

Thursday, February 10, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:02 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chair Meredith Malcom
- Board Member Whit Holder
- Board Member Wesley Sisk
- Board Member Ross Bradley
- Board Member Chris Collin
- City Council Representative Myoshia Crawford

ABSENT

Secretary Andrea Gray

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Aldridge
- Les Russell
- Logan Propes

APPROVAL OF PREVIOUS MEETING MINUTES

. DDA January Minutes

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

Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

APPROVAL OF FINANCIAL STATEMENTS

. DDA December Financials

Approved - Motion made by Board Member Bradley, Seconded by Board Member Sisk.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

. City Financial Reports

Board is in favor of moving to this report format.

PUBLIC FORUM

None.

CITY UPDATE

City is redistricting in response to 2020 Census, moving to one council meeting per month has been going well so far, Comprehensive Plan public meeting will be Monday, Feb. 21st at 6 pm.

COUNTY UPDATE

None.

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Still working on the banner order due to bracket needs.

Redevelopment Projects

The board discussed planning to revise the Milner-Aycock RFP to disclose mold issues and reissue a simplified version. Plans to sell the building as-is.

Entertainment Draws -

Car Show coming up on March 12th. Online registrations are going well so far.

PROGRAMS

Farmers Market

2022 vendor forms are available online; pop-up markets will be Feb. 12th, March 12th (during car show), and April 16th.

FUNDING

. DDA Budget Final Numbers & 2022 Draft

Board will send comments for 2022 budget between now and our next meeting. 2022 budget will be reviewed next month.

SPONSORSHIP

Leigh Ann will email digital sponsorship forms for the board to share.

FACADE GRANTS

. 134 S. Broad Street

The board approved a facade grant to Jack Briscoe in the amount of \$800 - Motion made by Board Member Sisk, Seconded by Board Member Holder.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

The board approved a facade grant to Elena de la Roase in the amount of \$700 - Motion made by Vice Chair Malcom, Seconded by Board Member Collin.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

. 132 S. Broad Street

Approved for \$775.00 - Motion made by Board Member Sisk, Seconded by Board Member Bradley.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

COMMUNITY EVENT GRANTS

. MCDS 5K - April 23, 2022

Approved for \$250.00 - Motion made by Board Member Holder, Seconded by Board Member Bradley.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

NEW BUSINESS

Year-end downtown vitality numbers are back from Georgia Main Street. We had a very good 2021 based on these.

Adjourn to Executive Session

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

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

Real Estate matters were discussed.

Adjourn Executive Session

Motion made by Board Member Bradley, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

ANNOUNCEMENTS:

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

ADJOURN

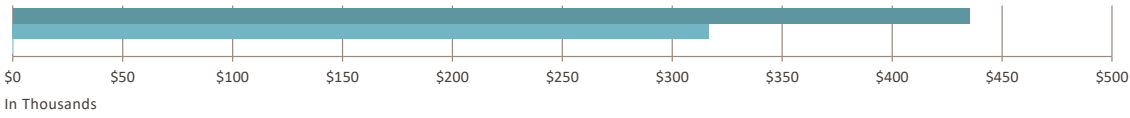
DDA Budget

FISCAL YEAR 2021

12/31/2021

REVENUE

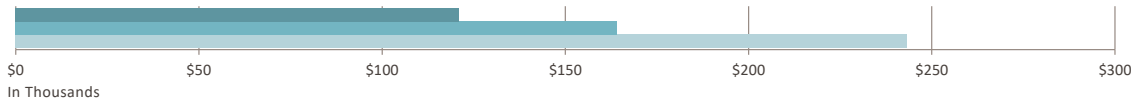
■ FY 2021 ACTUAL ■ FY 2021 PROPOSED ■ FY 2020 PRIOR YEAR



REVENUE	FY 2020 PRIOR YEAR	FY 2021 PROPOSED	FY 2021 ACTUAL	FY 2021 VARIANCE	FY 2021 +/- PRIOR YEAR	
Revolving Loan Fund	22417.80	22500.00	26901.36	4401.36	4483.56	
DDA Stabilization Funds	100000.00	0.00	0.00	0.00	(100000.00)	
Farmers Market	18798.88	18000.00	19502.69	1502.69	703.81	
Farm to Table Dinner	8256.87	12500.00	17105.00	4605.00	8848.13	
Events	19868.57	10000.00	3614.00	(6386.00)	(16254.57)	
Concerts			6395.00	6395.00	6395.00	
Car Show			1685.00	1685.00	1685.00	
Fall Fest			2785.00	2785.00	2785.00	
Christmas Parade			1555.00	1555.00	1555.00	
Flower Festival			898.32	898.32	898.32	
Bicentennial			3631.88	3631.88	3631.88	20564.20
Grants	11500.00	0.00	0.00	0.00	(11500.00)	
City Funding	31250.00	25000.00	25000.00	0.00	(6250.00)	
Interest income	120.41	120.00	143.57	23.57	23.16	
Contributions	60415.93	60000.00	51145.07	(8854.93)	(9270.86)	
Bird & Butterfly Gardens (MTP)			5000.00	5000.00	5000.00	
Community Gardens (MTP)			5000.00	5000.00	5000.00	
Transportation Assistance (MTP)			5000.00	5000.00	5000.00	66145.07
Miscellaneous	811.20	500.00	0.00	(500.00)	(811.20)	
Historic City Hall	31000.00	33000.00	31300.00	(5440.65)	300.00	
Development Project	0.00	0.00	0.00	0.00	0.00	
Prior Year Funds	130763.03	135073.49	135073.49	0.00	4310.46	
TOTALS	\$435,202.69	\$316,693.49	\$341,735.38	\$21,301.24	(\$100,000.00)	

EXPENSES

■ FY 2021 ACTUAL ■ FY 2021 PROPOSED ■ FY 2020 PRIOR YEAR



EXPENSES	FY 2020 PRIOR YEAR	FY 2021 PROPOSED	FY 2021 ACTUAL	FY 2021 VARIANCE	FY 2021 +/- PRIOR YEAR	
Historic City Hall	20,260.94	22,000.00	16,559.35	(5,440.65)	(3,701.59)	
Events	6,118.02	7,000.00	0.00	(7,000.00)	(6,118.02)	
Bicentennial			4,190.15	4,190.15	4,190.15	
Flower Festival			693.14	693.14	693.14	
Light Up the Night			70.00	70.00	70.00	
Fall Fest			300.00	300.00	300.00	5,253.29
Community Event Grant	250.00	1,500.00	250.00	(1,250.00)	0.00	
Contributions to City	35,000.00	35,000.00	35,000.00	0.00	0.00	
Childers Park	0.00	0.00	0.00	0.00	0.00	
Farm to Table Dinner	1,235.00	5,000.00	5,370.51	370.51	4,135.51	
Farmers Market	23,010.44	25,000.00	15,578.34	(9,421.66)	(7,432.10)	
Sponsor Dinner + thank yous	1,138.00	2,500.00	1,888.55	(611.45)	750.55	
Façade Grants	4,500.00	15,000.00	10,500.00	(4,500.00)	6,000.00	
Downtown Planters	2,200.00	2,500.00	4,100.00	1,600.00	1,900.00	
Office Operations/Bank Fees	2,399.52	2,400.00	2,755.82	355.82	356.30	
Memberships & Subscriptions	600.00	100.00	120.00	20.00	(480.00)	
Professional Fees	0.00	0.00	0.00	0.00	0.00	
Mural	123.08	3,500.00	(135.61)	(3,635.61)	(258.69)	
Miscellaneous Projects	21,877.64	18,800.00	-----		(21,877.64)	
hammocks, bench, alleys, chess	0.00	0.00	3,171.35	3,171.35	3,171.35	
Chamber magazine	0.00	0.00	1,509.54	1,509.54	1,509.54	
Highland Lot Tax Bill	0.00	1,200.00	1,083.66	(116.34)	1,083.66	5,764.55
Training & Education	692.90	100.00	2,500.00	2,400.00	1,807.10	
Development Project (Wayne St.)	0.00	20,000.00	13,267.43	(6,732.57)	13,267.43	
Holiday Lights	2,649.15	2,500.00	2,206.14	(293.86)	(443.01)	
Direct Mailer	0.00	0.00	0.00	0.00	0.00	
DDA Stabilization Grants	116,190.00	0.00	0.00	0.00	(116,190.00)	
Event T-shirt Promo	450.00	0.00	0.00	0.00	(450.00)	
Educational Grants	4,500.00	0.00	0.00	0.00	(4,500.00)	
TOTALS	\$243,194.69	\$164,100.00	\$120,978.37		(\$122,216.32)	
Net Income	\$192,008.00	\$152,593.49	\$220,757.01			

2021 Year to Date Balances:

\$	206,661.89	Income
\$	(120,978.37)	Expense
\$	85,683.52	12/31/21 P&L

2020 Year-End Balances:

\$33,596.45	Synovus 003-6 (DT\$)
\$69,982.57	Synovus 081-2
\$78,210.24	Wells Fargo
\$56,550.99	Synovus RLF
\$500.00	RDF Checking Account
\$13,119.32	Designated for Farmers Market
\$65,090.92	Undesignated Wells Fargo Funds
\$135,073.49	Total Undesignated Funds
\$238,840.25	\$238,840.25 Total Funds

2021 Year-End Balances:

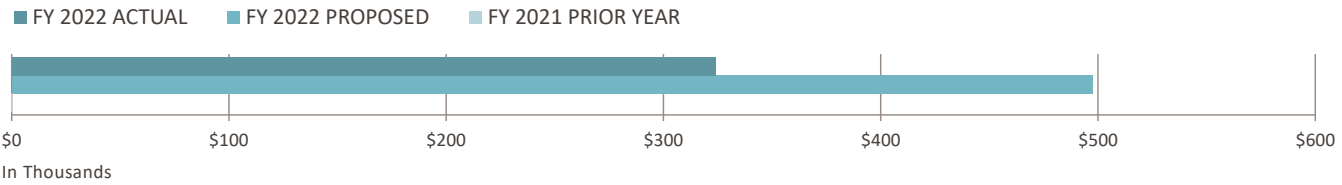
\$25,494.96	Synovus 003-6 (DT\$)
\$225,881.33	Synovus 081-2 (Development Funds)
\$143,466.29	Wells Fargo General Checking
\$83,458.75	Synovus RLF
\$500.00	RDF Checking Account
\$30,610.96	Designated for Farmers Market
\$15,000.00	Designated for Monroe Transformation Plan
\$97,855.33	Undesignated Wells Fargo Funds
\$323,736.66	Total Undesignated Funds
\$478,801.33	\$478,801.33 Total Funds

DDA Budget

FISCAL YEAR 2022

1/1/2022

REVENUE



REVENUE	FY 2021 PRIOR YEAR	FY 2022 PROPOSED	FY 2022 ACTUAL	FY 2022 VARIANCE	FY 2022 +/- PRIOR YEAR
Revolving Loan Fund	24659.58	24000.00	0.00	(24000.00)	(24659.58)
Farmers Market	19212.25	19000.00	0.00	(19000.00)	(19212.25)
Farm to Table Dinner	17105.00	15000.00	0.00	(15000.00)	(17105.00)
Events	3614.00	10000.00	0.00	(10000.00)	(3614.00)
Concerts	6395.00		0.00	0.00	(6395.00)
Car Show	1685.00		0.00	0.00	(1685.00)
Fall Fest	2785.00		0.00	0.00	(2785.00)
Christmas Parade	380.00		0.00	0.00	(380.00)
Flower Festival	898.32		0.00	0.00	(898.32)
Bicentennial	2620.00		0.00	0.00	(2620.00)
Grants	0.00	0.00	0.00	0.00	0.00
City Funding	25000.00	25000.00	0.00	(25000.00)	(25000.00)
Interest income	120.37	120.00	0.00	(120.00)	(120.37)
Contributions	44109.68	50000.00	0.00	(50000.00)	(44109.68)
Bird & Butterfly Gardens (MTP)	5000.00		0.00	0.00	(5000.00)
Community Gardens (MTP)	5000.00		0.00	0.00	(5000.00)
Transportation Assistance (MTP)	5000.00		0.00	0.00	(5000.00)
Miscellaneous	0.00	500.00	0.00	(500.00)	0.00
Historic City Hall	29600.00	30000.00	0.00	(30000.00)	(29600.00)
Development Project	0.00	0.00	0.00	0.00	0.00
Undesignated Prior Year Funds	130763.03	323736.66	323736.66	0.00	192973.63
TOTALS	\$323,947.23	\$497,356.66	\$323,736.66	(\$173,620.00)	(\$44,109.68)

0.00

0.00

Budget Report

Account Summary

For Fiscal: 2022 Period Ending: 01/31/2022



Monroe, GA

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7540 - CONVENTION VISITORS BUREAU							
Revenue							
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.16	0.16	0.16	0.00 %
	Revenue Total:	0.00	0.00	0.16	0.16	0.16	0.00 %
Expense							
003-7540-523300	ADVERTISING	0.00	0.00	9,151.20	9,151.20	-9,151.20	0.00 %
003-7540-523850	CONTRACT LABOR	0.00	0.00	1,500.00	1,500.00	-1,500.00	0.00 %
	Expense Total:	0.00	0.00	10,651.20	10,651.20	-10,651.20	0.00 %
	DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-10,651.04	-10,651.04	-10,651.04	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
Revenue							
002-7550-347903	FARMERS MKT FEES	0.00	0.00	928.70	928.70	928.70	0.00 %
002-7550-361000	INTEREST REVENUES	0.00	0.00	23.17	23.17	23.17	0.00 %
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	472.09	472.09	472.09	0.00 %
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	2,700.00	2,700.00	2,700.00	0.00 %
002-7550-389000	OTHER	0.00	0.00	9,725.00	9,725.00	9,725.00	0.00 %
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,769.69	1,769.69	1,769.69	0.00 %
	Revenue Total:	0.00	0.00	15,618.65	15,618.65	15,618.65	0.00 %
Expense							
002-7550-523850	CONTRACT LABOR	0.00	0.00	900.00	900.00	-900.00	0.00 %
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	50.00	50.00	-50.00	0.00 %
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,454.54	1,454.54	-1,454.54	0.00 %
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	678.67	678.67	-678.67	0.00 %
	Expense Total:	0.00	0.00	3,083.21	3,083.21	-3,083.21	0.00 %
	DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	0.00	0.00	12,535.44	12,535.44	12,535.44	0.00 %
	Report Surplus (Deficit):	0.00	0.00	1,884.40	1,884.40	1,884.40	0.00 %

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7540 - CONVENTION VISITORS BUREAU						
Revenue	0.00	0.00	0.16	0.16	0.16	0.00 %
Expense	0.00	0.00	10,651.20	10,651.20	-10,651.20	0.00 %
DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-10,651.04	-10,651.04	-10,651.04	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT						
Revenue	0.00	0.00	15,618.65	15,618.65	15,618.65	0.00 %
Expense	0.00	0.00	3,083.21	3,083.21	-3,083.21	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	0.00	0.00	12,535.44	12,535.44	12,535.44	0.00 %
Report Surplus (Deficit):	0.00	0.00	1,884.40	1,884.40	1,884.40	0.00 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
002 - DOWNTOWN DEV FUND	0.00	0.00	12,535.44	12,535.44	12,535.44
003 - CONVENTION & VISTORS BURI	0.00	0.00	-10,651.04	-10,651.04	-10,651.04
Report Surplus (Deficit):	0.00	0.00	1,884.40	1,884.40	1,884.40