Downtown Development Authority Special Called Meeting

Saturday, March 30, 2024 at 10:00 AM

922 Main Street, Stone Mountain, GA 30083

Agenda

I. **Call to Order**

Chair Carl Wright

Vice Chair Thom DeLoach

Treasurer Denise Phillips

Board Member Jenna Trump

Board Member Michelle Dunbar

Board Member & Council Member Anita Bass

II. **Approval of the Agenda**

III. **Old Business**

1. **Action Item: Budget Amendment for FY2024**

As we approach the end of Quarter 1, it is crucial for the City to finalize the budget amendment. process. To ensure accurate allocation of fund 20 (DDA), the City kindly request each member of the DDA to provide a detailed breakdown of their mandatory training expenses that they plan to attend in FY 2024. Requested information deadline: By April 3, 2024 at 5 PM.

IV. **New Business**

1. **Discussion Item: 2024/2025 Strategic Planning Session**

V. **Executive Session to Discuss Personnel, Legal, and/or Real Estate (if needed)**

VI. **Adjournment**

City of Stone Mountain

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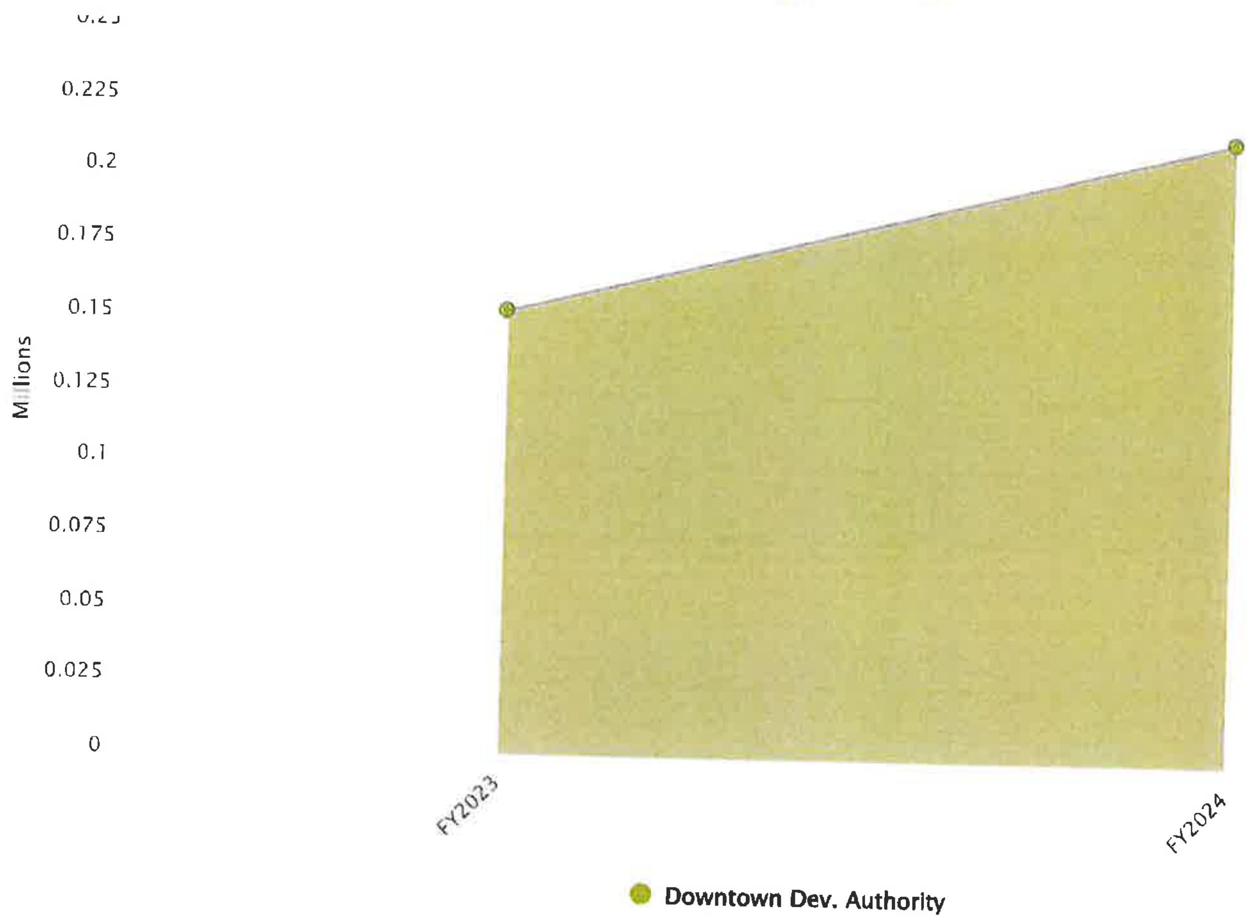

Spreadsheet Breakdown

Name	Account ID	FY2023 Budgeted	FY2024 Budgeted	FY2023 Budgeted vs. FY2024 Budgeted (% Change)
Expenditures				
Downtown Dev. Authority				
Regular Employees	20-5130.51.1100	$61,335.00	$90,000.00	46.7%
Group Health Insurance	20-5130.51.2100	$9,798.00	$10,380.00	5.9%

Disability Insurance	20-5130.51.2120	$96.00	$96.00	0%
Dental Insurance	20-5130.51.2130	$300.00	$264.00	-12%
Life Insurance	20-5130.51.2140	$120.00	$112.80	-6%
ACCIDENTAL INS	20-5130.51.2150	$54.00	$80.00	48.1%
F.I.C.A.	20-5130.51.2200	$3,880.00	$5,580.00	43.8%
Medicare	20-5130.51.2300	$908.00	$1,305.00	43.7%
Professional Serv.	20-5130.52.1200	$950.00	$60,000.00	6,215.8%
Technical Services	20-5130.52.1300	$1,637.00	$0.00	-100%
Advertising	20-5130.52.3300	$700.00	$0.00	-100%
Printing & Binding	20-5130.52.3400	$6,400.00	$0.00	-100%
Travel	20-5130.52.3500	$2,769.00	$0.00	-100%
Dues & Fees	20-5130.52.3600	$1,776.00	$0.00	-100%
Education & Training	20-5130.52.3700	$3,957.00	$0.00	-100%
Contract Labor- DDA	20-5130.52.3850	$20,000.00	$10,000.00	-50%
Office Supplies	20-5130.53.1110	$1,000.00	$0.00	-100%
Postage	20-5130.53.1130	$150.00	$0.00	-100%
Food Catering	20-5130.53.1300	$1,400.00	$0.00	-100%
Facade Grants	20-5130.57.3300	$25,000.00	$25,000.00	0%
Mardi Gras	20.5130.61.9020		$4,000.00	N/A
Tunes by the Tracks	20-5130.61.9008	$7,500.00	$7,500.00	0%
Mardi Gras Parade	20-5130.61.9020	$2,500.00	$0.00	-100%
Total Downtown Dev. Authority:		**$152,230.00**	**$214,317.80**	**40.8%**
Total Expenditures:		**$152,230.00**	**$214,317.80**	**40.8%**

2023 Workplan

Transformation Strategy 1:
Aesthetic and Cultural Transformation.

Why?
This strategy focuses on enhancing the visual appeal and cultural richness of an area to attract residents and visitors, fostering a sense of community pride and identity.

Goal 1	***Goal 2***	***Goal 3***	***Goal 4***
Wildly Important Goal			
Economic Impact and Tourism Enhancement with two murals downtown!	Enhancing the visual appeal and cultural richness of a downtown area to create a more attractive and vibrant environment by planting flowers downtown.	Introducing visual elements such as banners to the light poles in downtown.	

Repeat Annual Responsibilities

Goal One

- **Conducting routine inspections to identify any signs of wear, damage, or vandalism.**
- **Performing necessary maintenance and repairs to ensure the mural remains in good condition.**
- **Engaging local artists or professionals for touch-ups or restoration work as needed.**
- **Reviewing and updating plans for preserving the mural as a long-lasting legacy.**
- **Exploring opportunities to expand or enhance the mural's impact over time.**

Goal Two

- **Develop a seasonal planting plan that considers the climate and weather patterns throughout the year.**
- **Choose appropriate flower varieties that thrive in the local climate and soil conditions.**
- **Inspect and maintain irrigation systems to ensure flowers receive adequate water.**
- **Prune flowers as needed to control growth and maintain a tidy appearance.**
- **Regularly monitor the health and condition of the planted flowers.**

Goal 3

- **Align banner themes with upcoming community events or celebrations.**
- **Ensure consistency in design and quality across all banners.**
- **Plan for the removal of banners during specific seasons or events.**
- **Arrange for proper storage to protect banners during non-use periods.**

Transformation Strategy:

Aesthetic and Cultural Transformation.

Goal 1: Mural (2)	**Define Success:** **Have two murals downtown.**

Partners: DDA, City, Artist, Property Owner

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify key stakeholders and collaborators	Cimone	Kayla	April		$0
2. Site Selection and Approval of Site	Cimone	Kayla	April		$0
3. Prepare the RFQ	Cimone	Kayla	May		$0

4. Send out the RFP	Cimone	Kayla	June		$0
5. Conduct community outreach to gather inputs and feedback	Cimone	Kayla	June		$0
6. Artist Selection	Cimone	Kayla	July		$0
7. Review Artist portfolios and proposals	Cimone	Kayla	July		$0
8. Work with Artist to develop a mural design	Cimone	Kayla	July		$10,000.00
				Total	$0

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
9. Plan and coordinate logistics for mural	Cimone	Kayla	August		$0
2. Oversee the actual painting of the mural	Cimone	Kayla	September		$0

Transformation Strategy: Aesthetic and Cultural Transformation.	
Goal 2: Beautification of the Downtown	**Define Success:** Success for planting flowers in the downtown area is defined by the improved visual appeal, increased community engagement, tourism, and economic benefits
Partners: DDA, City officials, and volunteers	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Engage with community to gather input feedback and ideas for the project	Carl	Kayla		February	$0
2. Get with Carl on what the flowers will be planted and the placement	Carl	Kayla		February	$0
3. Work with volunteers for the date and planting	Carl	Kayla		March	$0
4. Develop a maintenance plan to ensure ongoing care	Carl	Kayla		April	$0
5. Plant Day!	Carl	Kayla		May	$2,500.00
6. Solicit feedback from residents, businesses, and vistors regarding the changes	Carl	Kayla			$0
7.		Kayla			$

Transformation Strategy: Aesthetic and Cultural Transformation.	
Goal 3: **Introduce** visual elements such as banners to the light poles in downtown. 50/ 75%	**Define Success:** The downtown banners showcasing aesthetically pleasing atmosphere that enhances the overall identity and pride of the community.
Partners: DDA, City officials, FAS Signs (downtown business), Mary Sommers.	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Conduct an assessment of the downtown area to identify locations suitable for light pole banners	Jelani	Kayla			$0
2. Gather input fomr community	Jelani	Kayla			$0
3. Work with Mary Sommers for 3 designs to show the board	Jelani	Kayla			$0
4. Obtain necessary approval and permits from local gov for installation	Jelani	Kayla			$0
5. Engage with printing companies to produce the banners	Jelani	Kayla			$0
6. Work with Teresa Crowe on banner schedule	Jelani	Kayla			$0
7. Have Public Works install the banners	Jelani	Kayla			$