TYRONE DOWNTOWN DEVELOPMENT AUTHORITY- SPECIAL CALLED MEETING

MINUTES

July 20, 2026 at 9:00 AM

Tracy Young, Chair
Nathan Reese, Vice-Chair
Luci McDuffie, Treasurer
Ernie Johnson, Board Member
John Kaufman, Board Member
Jeni Mount, Board Member
Adam She, Board Member
Ciara Willis, Secretary
E. Allison Ivey Cox, Town Attorney

Absent:
Jeni Mount, Board Member

I. CALL TO ORDER

Chair Young called the meeting to order at 9:00 a.m.

II. APPROVAL OF AGENDA

A motion was made to approve the agenda.

Motion made by Vice-Chair Reese, Seconded by Treasurer McDuffie.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

III. APPROVAL OF MINUTES

1. Approval of June 8, 2026, Meeting Minutes.

   A motion was made to approve the June 8, 2026, meeting minutes.

   Motion made by Board Member Kaufman, Seconded by Vice-Chair Reese.
   Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

IV. OLD BUSINESS

2. Consideration to approve a new Logo and Brand Guide for the DDA. **Phillip Trocquet**

   Ms. Katie Quattlebaum, with Elevating Missions Consulting, presented a proposed brand guide and logo for the DDA. She explained that the design incorporated Tyrone green, Irish green, and sky blue to reflect downtown Tyrone's identity. The Board discussed an alternate shamrock-shaped logo variant, and several Board members requested to review that option. Ms. Quattlebaum stated that she would prepare a shamrock-shaped version during the week and distribute it to the Board for approval.

V. NEW BUSINESS

3. Consideration to approve a new website for the Tyrone DDA. **Phillip Trocquet**

   Ms. Katie Quattlebaum presented a mock-up of the proposed DDA website, which was aligned with the new color scheme and included content related to downtown Tyrone and the DDA. She reviewed proposed website features, including establishment information, monthly meeting details, a rotating quarterly featured business section, town information, a mailing list sign-up, an interactive DDA district map, and an events calendar. She stated that outreach would begin once the website was approved. She also stated that the downtown.org domain had been purchased.

   A motion was made to approve a new website for the Tyrone DDA, with the logo changed to a Shamrock design.

   Motion made by Vice-Chair Reese, Seconded by Treasurer McDuffie.
   Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

4. Consideration to approve a Night Market Event on Friday September 18th, 2026 at Shamrock Park. **Phillip Trocquet**

   Mr. Trocquet explained that Council had approved this event at a prior meeting and that the contract would be available at the next meeting for the DDA's approval.

   A motion was made to approve the Night Market Event on Friday, September 18, 2026, at Shamrock Park.

   Motion made by Vice-Chair Reese, Seconded by Board Member Kaufman.
   Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

VI. PUBLIC COMMENTS - *Comments are limited to three (3) minutes. Please state your name & address. Comments that require a response may not be answered during this time. The DDA or staff may respond at a later date.*

VII. STAFF COMMENTS

Mr. Trocquet apologized to the Board for the late agenda distribution.

Mr. Trocquet then provided information regarding the TCMU ordinance and related performance metrics, noting that the metrics could allow a property to exceed four units per acre. He stated that the intent was to support economic development in the downtown area.

VIII. BOARD COMMENTS

Board Member Johnson thanked Chair Young for his efforts in helping the DDA accomplish its goals and stated that he believed that the DDA was moving in a positive direction.

IX. EXECUTIVE SESSION

A motion was made to move into Executive Session for two items of real estate.

Motion made by Vice-Chair Reese, Seconded by Treasurer McDuffie.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

A motion was made to reconvene.

Motion made by Vice-Chair Reese, Seconded by Treasurer McDuffie.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

X. ADJOURNMENT

A motion was made to adjourn.

Motion made by Treasurer McDuffie, Seconded by Board Member Kaufman.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member She, Board Member Johnson, Board Member Kaufman.

The meeting adjourned at 10:29 a.m.

By: ______________________________ Attest: ______________________________

Tracy Young, Chair — Ciara Willis, Secretary