



**DOWNTOWN DEVELOPMENT AUTHORITY
EVENTS SUBCOMMITTEE**

June 26, 2023 at 3:00 PM

950 Senoia Road, Tyrone, GA 30290

Jeni Mount, Vice-Chairman
John Kaufman, Board Member
Nathan Reese, Board Member
Adam She, Board Member

Brandon Perkins, Town Manager
Phillip Trocquet, Asst. Town Manager
Ciara Willis, Secretary
E. Allison Ivey Cox, Town Attorney

AGENDA

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE OF ALLEGIANCE

IV. PUBLIC COMMENTS: *The first public comment period is reserved for non-agenda items. 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.*

V. APPROVAL OF AGENDA

VI. APPROVAL OF MINUTES

- [1.](#) Approval of minutes from March 3, 2023.

VII. PRESENTATIONS

VIII. OLD BUSINESS

IX. NEW BUSINESS

- 2. First Friday Discussion** - *Goals, responsibilities & roles, marketing, contracts.*
- 3. Public Engagement & Marketing** - *Platforms, Frequency, Message, etc. . .*
- 4. Funding** - *Vendor Fees, Fundraising, Serving Food, etc. . .*

X. PUBLIC COMMENTS

XI. STAFF COMMENTS

XII. BOARD COMMENTS

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT

**TYRONE DOWNTOWN
DEVELOPMENT AUTHORITY -
EVENTS SUBCOMMITTEE**

Section [PN], Item 1.

MINUTES

March 03, 2023 at 3:30 PM

Jeni Mount, Vice-Chairman
John Kaufman, Board Member
Nathan Reese, Board Member
Adam She, Board Member

Brandon Perkins, Town Manager
Phillip Trocquet, Asst. Town Manager
Ciara Willis, Secretary
E. Allison Ivey Cox, Town Attorney

Absent:

Brandon Perkins, Town Manager
E. Allison Ivey Cox, Town Attorney
John Kaufman, Board Member

Also Present:

Eric Dial, Mayor
Krista McClenny, Recreation Assistant
Lynda Owens, Recreation Manager

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE OF ALLEGIANCE

IV. PUBLIC COMMENTS: *The first public comment period is reserved for non-agenda items. 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.*

V. APPROVAL OF AGENDA

A motion was made to approve the agenda.

Motion made by Board Member She, Seconded by Vice-Chairman Mount.

VI. APPROVAL OF MINUTES

VII. PRESENTATIONS

VIII. OLD BUSINESS

IX. NEW BUSINESS

1. Discussion regarding the final schedule and budget of the 2023 "First Fridays" event series. ***Lynda Owens, Recreation Manager***

Board Member Reese arrived at 3:37 pm.

Ms. Owens presented visual photos of two banner designs highlighting the 2023 “First Friday” schedule. She added that the displayed banners would include a picture of each “First Friday” event at Shamrock Park. In addition, Ms. Owens stated that four banners would be ordered from A-Sign Group for \$125 per sign.

Ms. Owens shared that the Town Recreation Department would coordinate with the Downtown Development Authority (DDA) to organize the “First Friday” series. She also presented a financial spreadsheet with a breakdown of the 2023 “First Friday” event expenses. The schedule included four concerts and a movie night. Mr. Trocquet shared the DDA's fiscal year budget report that showed the current expenditures. The DDA budgeted \$15,000 for FY 22-23 for the special program services line item and would have over \$3,000 remaining through the June “First Friday” concert.

In addition, Ms. Owens explained the expensed necessities for each event. She shared that tower lights would be essential for the September “First Friday” movie night since the film would start after sunset. The estimated cost to rent two tower lights was approximately \$600. Additionally, the use of portable sanitation facilities was discussed. Mr. Trocquet expressed that the restrooms at Shamrock Park and Town Hall could be used for patrons to save money. However, it was suggested that sanitation facilities be rented for the Motown concert to accommodate the anticipated gathering. The cost to rent sanitation facilities and sinks would be roughly \$800. The subcommittee would recommend those expenditures to the entire DDA board.

Next, Ms. Owens asked about the proposed band groups' contract agreements and the approval process. Mr. Trocquet stated that Town's legal counsel and the entire DDA board had to review and approve the contracts. In addition, she asked who would need to upload the contract agreement documents to Municode as an item for an upcoming meeting. Mr. Trocquet stated that Ms. Owens could send the item to him or upload the item directly into Municode.

Ms. McClenny mentioned using Sandy Creek High School FADS (Fine Arts Diploma Seal) students as event volunteers. She shared that creating a volunteer program for town events would assist in community engagement. Mr. Trocquet emphasized that media consent forms and liability waivers would be needed for participation.

Members conversed about ordering the board new shirts for upcoming events and programs. Mr. Trocquet showed members design options with the DDA's logo that could be used on regular or polo shirts. The consensus was a polo shirt with their official logo design.

Ms. Owens commented on check requests, vendor fees, and down deposits for the “First Friday” events. She was directed to speak with Ms. Beach concerning those financial questions. Ms. Owens also inquired about press releases for the Fayette Newspaper, and Mr. Trocquet stated that she could request advertisements for the “First Friday” events.

The DDA Events Subcommittee discussed meeting again before the May “First Friday” concert to finalize outstanding plans.

X. PUBLIC COMMENTS

XI. STAFF COMMENTS

XII. BOARD COMMENTS

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT

Board Member She left at 4:49 pm.

A motion was made to adjourn.

Motion made by Board Member Reese.
Voting Yea: Vice-Chairman Mount.

The meeting adjourned at 4:55 pm.

By: _____
Jeni Mount, Vice-Chairman

Attest: _____
Ciara Willis, Secretary