



**DOWNTOWN DEVELOPMENT AUTHORITY
EVENTS SUBCOMMITTEE
January 23, 2025 at 3:00 PM**

950 Senoia Road, Tyrone, GA 30290

Jeni Mount, Vice-Chairwoman
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 the January 26, 2024 meeting minutes.

VII. PRESENTATIONS

VIII. OLD BUSINESS

IX. NEW BUSINESS

2. Discussion of the 2025 First Friday schedule.

X. PUBLIC COMMENTS

XI. STAFF COMMENTS

XII. BOARD COMMENTS

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT

**TYRONE DOWNTOWN
DEVELOPMENT AUTHORITY -
EVENTS SUBCOMMITTEE**

MINUTES

January 26, 2024, at 4:00 p.m.

Jeni Mount, Vice-Chairwoman
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
Nathan Reese, Board Member

Also Present:

Lynda Owens, Recreation
Krista McClenny, Recreation Assistant

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 Vice-Chairwoman Mount, Seconded by Board Member Kaufman.
Voting Yea: Board Member She.

VI. APPROVAL OF MINUTES

1. Approval of the August 9, 2023 meeting minutes.

A motion was made to approve the August 9, 2023 meeting minutes.

Motion made by Board Member Kaufman, Seconded by Board Member She.
Voting Yea: Vice-Chairwoman Mount.

VII. PRESENTATIONS**VIII. OLD BUSINESS****IX. NEW BUSINESS**

2. Discussion of 2024 First Friday event series.

Mr. Trocquet shared that the Tyrone Recreation staff developed options for the 2024 First Fridays schedule. The upcoming events were scheduled for May 3rd, June 7th, August 2nd, and September 6th at Shamrock Park.

Ms. Owens briefly overviewed the potential lineup for the 2024 season. Staff proposed the *6 Feet Back* band for the May event, which was a crowd favorite in previous years. The planned band for the June First Friday was *Double Granite*, who was also a repeat performer. She noted that the *Bullsboro* band was suggested for the July First Friday but could be changed if the members desired a different band genre. Ms. Owens then discussed the August First Friday event. The entertainment for the night was scheduled as a magic show geared towards children. Board Member Kaufman emphasized that the Ken Scott magical show on August 2nd would be an excellent idea for children as a back-to-school event.

The board members discussed the projected events and decided on a neighborhood BBQ for the July First Friday event. She mentioned the *Vintage Vixens* or *Sock Hops* as alternative options, but the board members agreed on the *Bullsboro* band. Additionally, this event would be extended until 9 p.m. because of the holiday weekend. Recreation staff inquired about various event activities and the need for volunteers. Ms. McClenny emphasized the importance of volunteers to assist in the execution of the concerts.

Ms. Owens then inquired about down deposits for performance invoices. Mr. Trocquet stated it would not be an issue if the contracts were approved and budgeted in the appropriate year.

Ms. Owens inquired about fundraising ideas. Board members conversed about merchandise sales as a way to generate funds. Trocquet shared that the DDA had reserved funds for the current fiscal year that could be used toward purchasing promotional items. He stated that the DDA had an approximate \$2,000 surplus budget that could be utilized. Vice-Chairwoman Mount asked for fundraising ideas and suggestions. Some ideas included a Mayor's gala, rodeo, and bingo night. Board Member She noted that the key to fundraising was to promote a monetary goal for a specific purpose to draw public interest. Mr. Trocquet added a 50% raffle at every DDA event could be a viable option. He mentioned that he would research t-shirt quotes for merchandise sales and present the information to the entire board at the next meeting.

Vice-Chairwoman Mount asked the recreation staff if they had any additional information to present. Ms. Owens queried whether the DDA preferred an R&B or Reggae genre for one of the First Friday events. The board members suggested a

Motown band performance. Ms. Owens noted that staff would explore additional options for the September First Friday date.

Ms. Owens stated that the recreation staff worked hard to recommend reasonable bands and groups that did not need a large performance platform. However, the only band that required a mega stage would be a Motown band, which costs roughly \$1,800. The only additional cost would be tower lights for the September event. She also noted that the total estimation for the 2024 First Friday event series would be roughly \$13,000-14,000.

Mr. Trocquet mentioned that the entire DDA would approve the 2024 First Friday schedule at the next regular meeting.

X. PUBLIC COMMENTS

XI. STAFF COMMENTS

XII. BOARD COMMENTS

Vice-Chairwoman Mount expressed her appreciation for the Recreation staff in creating the 2024 First Fridays schedule.

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT

A motion was made to adjourn.

Motion made by Board Member Kaufman, Seconded by Board Member She.
Voting Yea: Vice-Chairwoman Mount.

The meeting adjourned at 4:52 p.m.

By: _____
Jeni Mount, Chairwoman

Attest: _____
Ciara Willis, Secretary