



DOWNTOWN DEVELOPMENT AUTHORITY

EVENTS SUBCOMMITTEE

August 09, 2023 at 3:30 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 minutes from June 26, 2023.

VII. PRESENTATIONS

VIII. OLD BUSINESS

IX. NEW BUSINESS

2. Discussion regarding fundraising direction, events, and Founders Day presence. - **DDA Members & Staff**

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

June 26, 2023 at 3:00 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

Also Present:

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

VI. APPROVAL OF MINUTES

1. Approval of minutes from March 3, 2023.

A motion was made to approve the minutes from March 3, 2023.

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

VII. PRESENTATIONS

VIII. OLD BUSINESS

IX. NEW BUSINESS

2. **First Friday Discussion** - *Goals, responsibilities & roles, marketing, contracts.*

Mr. Trocquet started the conversation by discussing potential duties for DDA members at First Friday events. In addition, he encouraged members to come up with a clear vision to create consistency and cohesion for enhanced community engagement. Therefore, he asked members for suggestions regarding their roles at DDA-sponsored events. Board Member Reese conveyed that it would be essential to have information about the authority to distribute or display pictures about future projects—for example, a rendering of the old fire station redevelopment project. Board Member Kaufman added that a one-page informational document outlining upcoming projects or a postcard would be sufficient. In addition, the mission statement and a short biography about each member could be included as well.

Ms. Owens inquired if members would be available for the July First Friday concert to distribute information to attendees about the DDA. Mr. Trocquet recommended that at least 2-3 board members attend DDA-sponsored events to show unity. Board members concurred with that suggestion. Mr. Trocquet also shared that a sign-up list could be sent out before each event to ensure most members would be present.

Ms. Owens proposed that the DDA give away marketing gifts to connect with the crowd at events. Subsequently, Mr. Trocquet stated that the DDA needed a promotional line item budget for purchases. However, a business could co-sponsor promotional expenditures in conjunction with the DDA. He added that the entire DDA board could create and approve a promotional budget. Members discussed numerous ideas for promotional items with the DDA's official logo, such as pens, bags, and hand sanitizers. Ms. McClenny emphasized that promotional gifts would be a prime opportunity for DDA members to interact with attendees.

3. **Public Engagement & Marketing** - *Platforms, Frequency, Message, etc. . .*

Mr. Trocquet suggested that the DDA's webpage include a business directory and a QR code. Therefore, business owners and patrons could directly engage for expeditious accessibility.

Board Member Kaufman mentioned that it would be advantageous if board members were up to date on current projects in the Town to share with the public—for instance, the street scrapes improvements on Senoia Road and a permanent pavilion at Shamrock Park. Thus, Mr. Trocquet stated that he would make a list of the enhancements and projects that were coming to the downtown area. In addition, the information could be included on the DDA's webpage.

Mr. Trocquet posed a question regarding the DDA's social media platforms. He asked members if they agreed with allowing the Recreation Department staff to access and

upload content on the DDA’s social media pages. The members concurred with that proposition.

4. Funding - Vendor Fees, Fundraising, Serving Food, etc. . .

Board Member Reese suggested several fundraising ideas, such as a car wash, rodeo, and car show. In addition, he inquired about the DDA’s fundraising goal and what the funds would go towards. Board Member Kaufman stated that the funds would be used for incidental costs for the DDA. He also suggested that the DDA promote fundraising ideas outside of DDA-sponsored events that could generate additional funds. After further discussion, members were interested in a DDA-sponsored rodeo. Mr. Trocquet stated that a fundraising event typically starts with seed money, but the distribution of funds would need to be approved by the entire board.

Board Member She left at 4:38 pm.

X. PUBLIC COMMENTS

XI. STAFF COMMENTS

XII. BOARD COMMENTS

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT

A motion was made to adjourn.

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

The meeting adjourned at 4:38 pm.

By: _____
Jeni Mount, Vice-Chairman

Attest: _____
Ciara Willis, Secretary