



DDA/Main Street Board Meeting

AGENDA

Thursday, August 2, 2022 8:30 AM
Downstairs Commissioner's Conference Room

1. Meeting called to order: 8:36 a.m.
2. Financials:
 - a. Operating
 - b. Façade- Lindsey H. to deposit \$875 from Summer Nights. Public Works is going to help us with the greenspace and send us the bill.
 - c. Savings-
3. Old Business
 - a. Mural
 - i. Nick Morris- reached out to the city with interest in painting a mural. Jessie reached back out to him but has been unable to get in touch. Lindsey Holt said she will contact him and give us an update. She also said the graphic designer she was working with previously has taken another job, so she will follow up with him but doesn't think he can help us.
 - b. Entertainment District
 - i. Summer Nights Update- DDA Fundraising- Jessie said that the Downtown Entertainment District group reached out to the DDA and offered to give us all of the proceeds of the vendors they have at their Summer Nights events as a fundraiser for us. They have raised \$1,100 for our façade grant account over the last two events. Emily suggested that the DDA write them a Thank You note for their generosity.
 - ii. The board discussed ways to make the event more successful- suggested spreading vendors out so they don't block the shops on Hodges Street- suggested marketing passport better, through different media formats, and have a downloadable version of it. Jessie will give those suggestions to the group.
 - c. Fundraising
 - i. Halloween Bash- To be held at the Community House October 21- tickets to be presold for \$25 each, table \$175 with eight free drink tickets, \$35 at the door- Downtown businesses to decorate tables- Heath to oversee- Emily and Cagney will develop table decoration criteria and get with Lindsey Fitzgerald and Heath. Jason to handle tickets- Lindsey Holt to oversee bar, Clay Christy confirmed as DJ, Sarah to oversee food, Jessie to obtain alcohol license, Lindsey Fitzgerald to schedule two officers, entire board to help with sponsorships and marketing- Costume contest
 - d. Business and Amenities to serve residents
 - i. 109 & 111 Hodges- Jessie explained that there is an investor attempting to purchase this building but is having trouble negotiating with the property owner.

- ii. Research of property takeovers- Emily to research laws and other communities and speak with attorney. She will present her findings at the next DDA board meeting for discussion.
 - e. Beautification Initiatives and Design
 - i. GDA- Best Public Improvement- Jessie congratulated the board on the award
 - ii. Jessie said she enlisted the help of the Public Works department to help with the greenspace and get the benches installed. They will send us the bill for payment.
 - 4. New Business
 - a. Training
 - i. Main Street 101- Sarah and Jason need to take this training. Jessie will get with the two of them to get them registered for it.
 - 5. Next Board Meeting: **September 8** at the Downstairs Commissioner's Conference Room
 - 6. Adjourn- Motion made by Brentt Cody, seconded by Lindsey Holt, all approved at 9:32 a.m.

Present: John Borrow, Heath Barrett, Lindsey Fitzgerald, Lindsey Holt, Brentt Cody, Jason Tanner, Sarah Higgins, Emily Herrin, Cagney Meads

Absent: None

Guest: None