



DDA/Main Street Board Meeting MINUTES

Thursday, October 5, 2023 8:30 AM

City Hall: Downstairs Commissioner's Conference Room

1. Meeting called to order by Emily Herrin, seconded by Sarah Higgins, approved by all
2. Financials: Need to figure out whose social the account is attached to, now that the credit union has officially changed
 - a. Operating- 1,509.22
 - b. Façade- 4,505.93
 - c. Savings- 25
3. Old Business
 - Potential Members

Currently have one seat open in need of filling, want to amend the by laws to add two more seats to the board
 - a. Alex Michelle- Marketing Director @ Chamber
 - Received an application
 - Motion made by Lindsey Holt to accept Alex Michelle and send to be approved by City Commission, seconded by Brent, Approved by all
 - Will replace Jason Tanner and take on his term
 - b. Wilsons @ Crossfit Gym
 - Interested, Carolyn most likely, more open schedule
 - Commitment letter and application sent waiting on filled documents
 - c. Melissa or Jay Reeder
 - Both interested, would love to be a part of it, but don't have enough time to fully commit.
 - d. New potential members brought up- Garrett @ Double Crown Performance
 - Will reach out to discuss
4. Terms
 - a. Terms ending in 2023: Emily, Brent, Sarah, Lindsey, Jamie, Heath
 - b. Whose renewing?
 - Everyone is renewing their terms, next expiration
 - Emily + Sarah- 2027
 - Brent + Heath- 2029
 - Jamie- 2025
5. New Business- Upcoming Events
 - a. Halloween- Downtown Trick or Treating
 - Oct 31 @ 3pm-6pm
 - DDA wants to be a part of the event considering paying Kona Ice a flat fee to provide snow cones for kids
 - b. Christmas- Downtown Christmas
 - Dec 9 @ 4pm-8pm
 - Booked Santa @ Common Ground and Depot- 2 worked well
 - More things for entertainment to break up the long lines for Santa
 - Frozen themed inflatables

- Giant snow globe game
- Elsa Impersonator
- Grinch and Buddy
- Train Ride

6. Planning Retreats

- a. Want to create a PDF that tells people who we are and what we do
 - b. Need to focus on the things that complement our comp plan
 - c. We feel it would be helpful to send minutes from meeting out the same way the city sends a monthly report
 - d. Can planning retreat be self-done?
 - We need an unbiased 3rd party to facilitate
 - Jessie has a side company and since Jessie is not a voting member she would qualify
 - Planning Retreat NEEDS TO BE NEXT MONTH!
 - Tuesday November 14 9am-1pm (4hrs, maybe only 3)
 - This will count as our meeting for November
7. Board Meeting- **Tuesday, November 14** at Commercial Executive Suites in top meeting room
8. Motion to adjourn made by Brent Cody, seconded by Heath, approved by all

Present- Emily Herrin, Brent Cody, Lindsay Holt, Sarah Higgins, Heath Barret, John Borrow, Jamie Keller, Jessie Owensby, Noah Hamil

Absent- None

Guests- Alice Dover