



DDA/Main Street Board Meeting AGENDA

Thursday, March 14, 2024 8 :30 AM

Cornelia City Hall: Downstairs Conference Room

1. Meeting called to order by John Borrow, seconded by Brent Cody, all in favor.
2. Financials:
 - a. Operating- \$1,809.52
 - b. Façade- \$11,398.04
 - c. Savings- \$25
3. New Business
 - a. Accreditation
 - i. Noah Hamil, Lindsay Holt, and Jessie Owensby traveled to Athens Ga on February 29th to give the Annual Assessment presentation to the Main Street Board. The Main Street Program was accredited for the year 2024!
 - ii. Presentation Recap- Jessie Owensby said to the board that Noah and she took the entire time give the presentation to the Main Street board. She claimed Lindsay Holt, who was present at the presentation but was not an actual presenter, had some good comments and brought up things her and Noah may have not touched on. She also made it clear that the Main Street Board had little to no questions at the end of the presentation.
 - iii. Jessie Owensby also brought up to the DDA board that the Main Street Board mentioned the idea of Cornelia being a Gem community, the highest accreditation status. This was brought up in the past but due to a lack of leadership they never thought Cornelia would be accepted. However, with the addition of Noah and his potential leadership the Main Street Board felt we would be accepted. Going to investigate this potential going forward.
 - b. Committees
 - i. Committee Reports
 - Promotions- Noah Hamil brought up an idea given to him by his mentor Jeffrey Fowler (Downtown Director of Warrenton) They have a window decal they print every year with a QR code people can scan. The QR code takes them to the list of events in town with dates, times, and descriptions. Jeffrey told Noah that it has doubled their attendance rates. Noah showed a decal and events list design. Noah also brought up some rates from a company called Sticker Mule where the board could get 100 decals for \$100.
 - Alex Michelle reported that Heath Barret suggested reaching out to a social media contractor to do 1 or 2 social media posts a week to relieve some of that responsibility off Noah since he's in charge of the city's social media, but it's far from his main priorities. Jessie Owensby suggested reaching out to the mass communications department at Piedmont College to see if they'd want to partner with the city to create some sort of summer internship. Each year the city would employ a new intern but go over the necessary requirements and expectations of the posts to keep them remaining consistent. Jessie Owensby volunteered to reach out to the department head of the Mass Communications department as she is a graduate of the program.

- Economic Development- Brent Cody brought up the amphitheater construction. The Johnson Railway parcel of land has been purchased awaiting the status on the second and last parcel of land needed.
 - April 4th 12:30 PM Carl Vinson is planning to come visit and highlight the construction plans in place with the newly acquired parcels. The Housing Committee and GICH are invited to attend.
 - Jessie Owensby brought up the two grants that the city has applied for including a \$1 million grant from ARC, should hear the status of approval/disapproval in June. The city is also awaiting a response regarding a \$9 million grant from the Dept of Transportation. Based on Jessie's understanding the amphitheater will need to be built in two phases, one phase on each parcel of land.
 - Emily Herrin also met with a playground designer to go over some budgets and look over the potential land for construction. Emily mentioned that there is a high demand for multi ability/access playground.
- c. DDA Working with your Chamber Event- April 11th
- i. Jessie Owensby reminded everyone about the planning and zoning event happening from 9am-4pm. There are individual training sessions within the entire event. Noah Hamil will research further information regarding the training sessions and forward that to the DDA board members who are able to attend.
- d. Work Plan Review
- i. The Work Plan was reviewed briefly during the meeting and no questions or concerns were brought up. Each member of the DDA is to review the work plan in depth on their own time. Once reviewed more in-depth members should bring it up outside or during next month's meeting.
4. Old Business
- a. Fundraising
- i. Bingo Night- The board collectively agreed at the last meeting that a Bingo Night would be a cheap and profitable fundraising opportunity for our DDA Board.
 - ii. The only things not decided on were a date, time and location. For a date and time, the DDA board decided on Friday April 19th 6pm-8pm. The board felt this would allow for better attendance, being that on Fridays there is already a lot going on in the downtown district. Also, the time gives families enough time to get home from work/school.
 - iii. A facility for the DDA to host the event was the next question as every Friday at Fenders Alley and Common Ground is completely booked. BSG was deemed too small for the event. The Community House was deemed too far from the Downtown District. Church Facilities were considered. However, the board had the idea of doing the event outside on Hodges st or Depot parking lot. The lack of parking on a Friday night was a concern. Therefore, the board agreed to have it in front of the Big Red Apple

monument. The board agreed to the decision. Noah Hamil will begin making flyers for promotion and getting supplies (Cards, bingo balls, cage, snacks, drinks)

- b. Summer Nights: Catch Me in Cornelia
 - i. There is no more confusion on whose event this is. This is a DDA event. The entertainment district no longer owns this event. The DDA board has been tasked with thinking up new ideas to make the events bigger and better.

Next Board Meeting- **Thursday, April 4** at City Hall in Downstairs
Conference Room

- 5. Motion to adjourn was made by Sarah Higgins, seconded by Brent Cody, all in favor

Present- John Borrow, Emily Herrin, Sarah Higgins, Brent Cody, Jamie Keller, Alex Michelle, Jessie Owensby, Noah Hamil

Absent- Heath Barrett, Lindsay Holt

Guests- None