

# Meeting Title

## MINUTES

MAY 10<sup>TH</sup> 2016

CITY HALL EXECUTIVE CHAMBERS

<b>MEETING CALLED BY</b>	Justin Jones at 11:33am
<b>TYPE OF MEETING</b>	MAIN STREET MONTHLY BOARD MEETING
<b>FACILITATOR</b>	Justin Jones
<b>NOTE TAKER</b>	DEANA THORNTON
<b>ATTENDEES</b>	Kyle Cullars, Missy Swicord, Adam Heagy, Col. John Alton, Justin Jones, Willie Davis Jr., Jeanette Jordan, Danielle Fields, Carlee Schulte, Deana Thornton

## Agenda topics

### ORGANIZATION

CHAIR: JUSTIN JONES

<b>DISCUSSION</b>	<p>MINUTES: The board was emailed the April minutes for review. Kyle pointed out that Col. Alton was not on the list of attendees when he was in attendance as well as a spelling error. Adam made a motion to approve the April minutes with the changes suggested by Kyle, Col. Alton seconded the motion, motion passed.</p> <p>NEW BOARD MEMBERS: Justin introduced the newest MS/DDA Board members, Jeanette Jordan and Willie Davis Jr.</p> <p>BUDGET: Carlee and Deana reviewed the budget with the board. Nothing to discuss.</p> <p>TRANSFORMATION STRATEGIES: Carlee discussed the two transformation strategies with the board. She gave the board the completed work plan for them to review. Carlee also mentioned that she met with Jeanette Jordan and Willie Davis Jr. to review what was discussed during the strategic planning meeting. Carlee mentioned that Jeanette and Willie were concerned that there was not anything in the strategies that targeted the older local generation. Carlee asked the board if they wanted to go back to the transformation strategies and add anything to target an older demographic. Kyle suggested that residents be added to the first transformational strategy to include locals and an older demographic.</p> <p>Carlee suggested that summer promotions be added under promotions to also include the locals and residents.</p> <p>Carlee made a timeline for each action item and the board is going to review the timeline and email Carlee with any changes. At the next board meeting the board will vote on the work plans with any changes made.</p>
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### DESIGN

CHAIR: COL. ALTON

<b>DISCUSSION</b>	<p>50/50 FAÇADE MATCH GRANT: Nothing to discuss, no 50/50 Façade Grant applications are pending.</p> <p>WILLIAM &amp; ASSOCIATES: Carlee gave an overview for Jeanette and Willie about what Williams and Associates will be doing for the DDA. Jimmy Jordan, the City Attorney reviewed the contract and everything checked out fine for the DDA to move forward.</p> <p>Carlee suggested that the design firm's first project be directional signage. The board liked the idea. Col. Alton made a motion to approve that Williams and Associates first project for the DDA be directional signage for downtown. Willie Davis Jr. seconded the motion, motion passed.</p> <p>THE PLAZA: Carlee gave an update on the Plaza and showed design. She let the board know that Matt Poyner is going to be drawing the plans for the Plaza to be sent to DOT. She also let the board know that Hank is working on a funding option for the Plaza.</p>
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### PROMOTION

CHAIR:

<b>DISCUSSION</b>	<p>FIRST FRIDAY: Carlee and Deana gave an update on what happened at the May First Friday and gave the board details about upcoming First Fridays.</p> <p>JAZZFEST: Carlee informed the board about the partnership Main Street, GC Jazzfest and Allied Arts</p>
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	<p>would like to have for the 2017 Jazzfest. She explained that the partners are putting in money to improve and move Jazzfest from front campus to downtown. Carlee asked if the DDA would be willing to put in money to be a sponsor of the festival.</p> <p>The board wants more info and a budget before committing to offer financial support.</p>
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ECONOMIC RESTRUCTURING

CHAIR: N/A

<b>DISCUSSION</b>	<p><b>LOCAL REVOLVING LOAN FUND TASK FORCE:</b> Carlee gave the board an overview of where the LRLF Task Force is at in the process. Adam mentioned that he has talked to one person from City Council and they seem excited. The board decided that they should get out and talk to the rest of City Council and the mayor before presenting to City Council. The board plans to talk to members of City Council before the next DDA board meeting. Below is a list of who will talk to which City Council member.</p> <p>Jeanette Walden: Col. Alton &amp; Missy  Steve Chambers: Adam &amp; Missy  Walter Reynolds: Adam  Bo Mullins: Justin &amp; Danielle  Dr. Lee: Danielle &amp; Col. Alton  Denise Shinholster: Danielle &amp; Col. Alton  Mayor Thrower: Adam &amp; Justin</p> <p><b>BALDWIN LOFTS:</b> Carlee updated the board on the amount of money in the Baldwin Loft account and explained to Jeanette Jordan and Willie Davis Jr. what the money is from.</p> <p><b>BOOST:</b> Adam gave the board an overview of what the BOOST committee decided in the last committee meeting.</p> <ul style="list-style-type: none"> <li>-Changing from \$100 twice a year to just \$100 total in each year</li> <li>-Start from scratch and not try to get payment for previous collections</li> <li>-Spotlight BOOSTers on social media</li> </ul>
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OTHER BUSINESS

<b>DISCUSSION</b>	<p><b>MILLEDGEVILLE WATER BOTTLES:</b> Carlee asked the DDA if they would like to join the City in purchasing Milledgeville bottles of water. The CVB, Chamber of Commerce, the Development Authority and the City of Milledgeville are all chipping in to pay for the water. Each organization will be given bottles of water to be used however they would like.</p> <p>Col Alton made a motion to help the City manager in the water bottle effort by agreeing to put in money for the Milledgeville bottles of water. Kyle seconded the motion, motion passed.</p> <p><b>DIRECTOR'S REPORT:</b> Carlee quickly went over the director's report.</p>
<p>Motion to adjourn made by Kyle Cullars, Adam Heagy Seconded. Motion passed, meeting adjourned at 12:37pm.</p>	