

# Meeting Minutes

## City of Newnan

### Downtown Development Authority

Wednesday, February 12, 2025

8:00 am – Newnan City Hall

25 Lagrange Street- Council Chamber Room

**Members Present:** Ashley Beck, Valerie Dumas, Brant Frost, Martha Ann Parks, Casey Smith, Graylin Ward

**Members Absent:** Keith Brady

**Staff Present:** Abigail Strickland, Jesse Branch

The meeting was called to order at 8:00am.

The previous meeting minutes were reviewed by the Authority. Brant Frost made a motion to accept the meeting minutes from the previous meeting as presented to the Authority. Valerie Dumas seconded the motion. The motion carried.

Abigail Strickland presented the Financial Report to the Authority, noting the following account balances:

- i. BOZ primary: \$20,521.24
- ii. MMI: \$86,585.38
- iii. YTD Income: \$14,242.85
- iv. YTD Expense: \$6,327.32
  1. Net Income: \$7,915.53

Abigail Strickland noted that the Financial Report includes income from the annual Market Day vendor checks, the Explore Newnan-Coweta grant for the Downtown History Tour, and the photobooth income which is averaging around \$500 per month, and expenses for software including Brighter Travel which staff will be using for our downtown directory and for tours/guides for different assets and events.

Abigail Strickland and Jesse Branch provided updates on the 23-25 Work Plan goals. Abigail reported that she is looking to coordinate and host an open house in the fall for developers/contractors to view the upper stories in the downtown district. Abigail also informed the Authority that Tom Crymes will be coming before City Council at the March 11<sup>th</sup> City Council meeting to present his final proposal for the 57 East Broad site and encouraged the members of the Authority to attend. Additionally, Abigail noted that staff are currently working on promoting the Experience Economy of the district. Jesse provided updates on the Volunteer Program, noting that the program is almost ready to launch. Jesse noted that most of the volunteer needs for events are from the summer months through the end of the year. Abigail noted that she will be coordinating with the Department of Community Affairs to host another workshop to create a new work plan for 2026-2028. This workshop will likely occur after an Authority meeting, and the date will be shared with the Authority.

Abigail Strickland updated the Authority on training opportunities. Abigail reminded the Authority that each member is required to obtain two hours of training per year to remain compliant. Abigail suggested that she could coordinate a training opportunity that coincides with an Authority meeting date. Abigail also noted that an email was sent outlining future training opportunities, including Third Thursdays which is a virtual one-hour training that happens on the third Thursday of every month.

Abigail Strickland reviewed the ECG Demographic and Leakage Report with the Authority. Abigail noted specific highlights, including: roughly 5% of the City population and 1% of the County population lives within half a mile of the downtown district; there are 967 housing units within this area, 59.8% of which are renters; the average age of those who are living in this area is between 15 and 44; the daily traffic in downtown is around 223,390; and people are leaving downtown for a grocery store and a gas station. Valerie Dumas noted that the Farmer's Table in Douglasville is a great grocery store model for downtown and may be worth going to look at with developers.

Abigail Strickland noted that staff successfully completed the Department of Community Affairs' annual assessment, and that we retained our Georgia Exceptional Main Street (GEMS) designation for 2025.

The meeting was adjourned at 8:19am.

**Next Meeting:  
Wednesday, March 12, 2025  
8:00 am – Newnan City Hall  
25 Lagrange Street- Council Chamber Room**