

Meeting Minutes

City of Newnan
Downtown Development Authority
Wednesday, October 8th, 2025
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room

Members Present: Ashley Beck, Keith Brady, Valerie Dumas, Roger Miles, Martha Ann Parks, Casey Smith, & Graylin Ward

Staff Present: Abigail Strickland, Jesse Branch, Hasco Craver, & Brad Sears

Visitors Present: Luke Headley & Mitch Headley

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

The previous meeting minutes were reviewed by the Authority. Martha Ann Parks made a motion to accept the meeting minutes from the previous meeting as presented to the Authority. Keith Brady seconded the motion. The motion carried.

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

- i. BOZ primary: \$26,617.17
- ii. MMI: \$90,022.47
- iii. YTD Income: \$78,830.10
- iv. YTD Expense: \$58,217.19
 1. Net Income: \$20,612.91

Abigail Strickland noted that we just received the final payment for the Sunrise on the Square registrations, so we will be cutting the check to benefit the Boys & Girls Club soon. Abigail also noted that the account balances include the proceeds from the Oktoberfest ticket sales.

Casey Smith called for volunteers for the nominating committee. Keith Brady, Roger Miles, and Ashley Beck volunteered. They will meet outside of the Authority meeting time and select their picks for the positions of Chair, Vice Chair, and Secretary/Treasurer for 2026 and will report back to the Authority during the November meeting.

Abigail Strickland presented the 2026-2028 Work Plan to the Authority. Abigail noted that she does not expect the Authority to adopt it today as she wants everyone to have the opportunity to review it before adoption. The work plan was developed in conjunction with DCA and City staff; the main goals of the plan include business activation, pedestrian safety, placemaking and visitor experience, and connectivity. Abigail asked the Authority to please review the plan and consider adopting it at November's meeting.

Keith Brady noted that City staff coordinated a Merchant Meeting on Tuesday, October 7th with downtown merchants, members of the City Council, and the City Manager present. One of the main topics that was discussed is pedestrian safety. Keith suggested that the Authority needs to

instruct staff to come up with a program what can be presented to the City Council that can be implemented as it is a City issue, not just a DDA issue. Keith noted that the program should include awareness and signage, and should assist in creating a walkable downtown. Keith Brady made a motion to instruct staff look into solutions regarding pedestrian safety. Graylin Ward seconded the motion. The motion carried.

Jesse Branch presented the 2026 Event Calendar to the Authority. Jesse noted a few changes to the calendar, including a few events that have changed departments as well as several new events. The 4th of July Parade and the Sunrise on the Square 5K will be hosted by the Leisure Services Department moving forward, though the 5K is still on our event calendar until the financials behind the event can be determined; the Fall Art Walk has been cut from the schedule in order to allow for more investment into the Spring Art Walk to make it a signature event, as well as to allow for new events. Jesse introduced the new events: Love Local, the Berries & Blooms Festival, and Christmas in July. Love Local will be a Valentine's Day "night out" event; the Berries & Blooms Festival will be a "Spring Fling" version of the Spirits & Spice Festival in the fall; and Christmas in July will be a retail-heavy event to encourage spending in the slow summer months. Keith Brady made a motion to approve the 2026 Event Calendar. Graylin Ward seconded the motion. The motion carried.

Abigail Strickland presented the 2026 Budget to the Authority. Abigail noted that for income, we increased the fees for Market Day, added a line item for the photobooth income, and projected proceeds for selling merchandise/swag with "DTN NWN" logo. Staff is currently looking into licensing the "DTN NWN" logo to offer to downtown businesses where we would receive a portion of the proceeds from those items. Abigail noted that for expense, we increased the computer hardware and software line to include a portion of the cost for Placer.AI software shared with the City, increased the professional services line to pay for the UWG graduate student partnership for the building history tour, and reorganized the training/education and travel expenses line items to better reflect their uses. Graylin Ward made a motion to approve the 2026 Budget. Ashley Beck seconded the motion. The motion carried.

Abigail Strickland provided an update on the 57 E. Broad Street project. Staff are currently in discussions with the financial advisor & legal team for the project, as they are comparing the options for negotiating versus competitive bid from the underwriter. Abigail will send out the current financial presentation to the Authority for informational purposes.

Abigail Strickland reminded the Authority that the Volunteer Dinner is tomorrow, October 9th at the Newnan Utilities Cabin at 6pm. All Authority members are invited to attend.

The meeting was adjourned at 8:35am.

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