Meeting Minutes

City of Newnan
Downtown Development Authority
Thursday, November 21, 2019
8:00 am – Newnan City Hall

Members Present: Keith Brady, Martha Ann Parks, Ray DuBose, Casey Smith, Brant Frost, Jim Thomasson, Graylin Ward
Staff Present: Abigail Strickland, Courtney Harcourt
Visitors Present: Laurel Huster

The meeting was called to order at 8:01am

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

Courtney Harcourt presented the financial report and noted the following account balances:
- BOZ Primary: $39273.22
- MMI: $113,301.72
- YTD Income: $105,303.29
- YTD Expense: $110,939.08

Harcourt pointed to a $5,000 deficit in the budget for the year. She noted areas of the budget that were predicted to bring in more income than what was realized, including program sponsorships. Harcourt also noted that there were several items that were to be deposited in December, including a transfer from the City of Newnan to compensate the Façade Grant program. Overall, it was stated that staff was pleased with the 2019 budget, as there were many programmatic changes that were successfully implemented in 2019. Inclosing, Harcourt noted that staff was experiencing issues with the outdated 2013 QuickBooks software that is used for the Authority's accounting functions. She indicated that the 2020 budget will consider updating the software and merging to a cloud based platform. In doing so, there will be Money Market transfers to authenticate, which will positively impact income as reported.

Brant Frost made a motion to accept the financial report. Keith Brady seconded the motion. The motion carried.

Chairman DuBose asked that staff postpone Authority project updates to the January meeting.

Chairman DuBose addressed board appointments as is required for the Downtown Development Authority of Newnan during the annual meeting. Board members were asked to continue their service to the Authority, or state their intent to resign. The nominating committee considered three positions; Ray DuBose (Chairman), Jim Thomasson (Vice- Chairman), and Graylin Ward (Secretary/ Treasurer). All members expressed an interest in serving another term. Brant Frost made a motion that: Ray DuBose (Chairman), Jim Thomasson (Vice- Chairman), and Graylin

Ward (Secretary/ Treasurer) serve another term with the Newnan Downtown Development Authority. Casey Smith seconded the motion. The motion carried.

The Authority determined the name of "Alley B" during the Annual Meeting. This was a component of a Placemaking campaign hosted by Main Street Newnan. Members of the community shared stories and suggestions to name Alley B, and this list was provided to the Authority in advance of the meeting. The Authority discussed these options. Brant Frost suggested that Charles Thompson should be recognized for lobbying in favor of library. Casey said agreed, suggesting that the words Carnegie and Thompson be considered. Brant Frost made a motion to name the alley the Carnegie-Thompson Alley. Keith Brady seconded the motion. Jim Thomasson opposed the vote for the record.

The proposed 2020 Main Street Newnan Plan of Work was presented to the Authority. Staff noted the following areas:

- Focus to build strong event sponsorships
- Updating the strategic plan (reflected in budget report)
- Implementing components of the Placemaking Master Plan (reflected in budget report)
- District marketing (reflected in budget report)
- Guerilla wayfinding
- Updating Façade Grant program include rear entries
- Additional pet waste stations
- Implementing components of An Alley Reimaged Plan (reflected in budget report)
- Vacant Storefront Program (reflected in budget report)
- Curbside marketing (reflected in budget report)
- Application for the Georgia Placemaking Collaborative. The board inquired about this program and the costs. Harcourt explained that it would be a 3-year commitment of $1,000 per year by the Authority. City staff would be expected to use relevant training expenses for lodging and travel. Other committee members would be expected to compensate lodging and food expenses. Members of the Authority agreed that the program would benefit the district if we were to be selected to participate. Keith Brandy encouraged staff to submit an application, and made a motion for the Authority to appropriate the required funding if accepted. Jim Thomasson seconded the motion. The motion carried.

Keith Brady made a motion to accept the proposed 2020 Plan of Work. Jim Thomasson seconded the motion. The motion carried.

The proposed 2020 Main Street Newnan budget was presented to the Authority. Staff noted the following areas:

- The absence of Co-Operative advertising. Harcourt explained that I Heart Media had discounted the decade long commitment to Downtown Newnan's reduced rate radio contract. Members of the Authority encouraged staff to identify potential opportunities to replace this mode of advertising with a promotional video.
- An increase in Misc. income to capture debt owed to the Authority by Project Graphics
- A decrease in anticipated sponsorship income

- A transfer from MMI to cover the costs of projects noted during the review of the 2020 Plan of Work.
- A line item for Downtown Design Guidelines for the Central Business District
- A decrease member benefit.
- An increase professional services

Keith Brady made a motion to accept the proposed 2020 Budget. Graylin Ward seconded the motion. The motion carried.

Staff presented the proposed 2020 Main Street Newnan Event Calendar. Keith Brady noted a conflict of interest for the date of the 2020 Summer Wined up. Abigail Strickland agreed to provide an alternative date during the January 2020 meeting.

The meeting was adjourned 8:57pm

Next Meeting:
TBD 2020
8:00 am – Newnan City Hall