Meeting Minutes

City of Newnan
Downtown Development Authority
Wednesday, August 8, 2018
8:00 am – Newnan City Hall

Members Present: Casey Smith, Ray DuBose, Jim Thomasson, Brant Frost, Martha Ann Parks, Keith Brady
Staff Present: Courtney Harcourt, Abigail Strickland
Visitors Present: Winston Skinner

1. The meeting was called to order at 8:26am

2. The meeting minutes

3. Courtney Harcourt delivered the Financial Report to indicate the following account balances and updates.

    a. Year to Date Income: $376,102.50
    b. Year to Date Expense: $364,736.73
    c. BOZ Primary 5/31/18: $29,891.15
    d. BOZ Primary 6/29/18 $29,900.82
    e. MMI 5/31/18: $100,008.80
    f. MMI 6/30/18: 100,036.38
    g. BOC-UWG 5/31/18 $418.69
    h. BOC-UWG 6/30/18 $401.68

4. Courtney Harcourt updated the Authority about upcoming projects. Harcourt noted the art that had been produced for the alley that were going to be reveled for display during the Fall Art Walk. Examples of the artwork was presented to the Authority, and a handful of interactive game boards that Main Street Newnan had created for the alley. Harcourt noted that staff had received price quotes to upcycle street sign that would be recreated into wrapped historic post cards, photos, current photos. Harcourt noted that the price would be between $10- $15 per person.

    Staff noted the upcoming Georgia Downtown Association conference, and mentioned that the office would be closed the following week.

5. Courtney Harcourt noted the 2018 draft of the Strategic Plan to the Authority, noting that members had received. She asked if the Authority had items to address, or to revise. Jim Thomasson noted a typo to be fixed. Jim Thomasson made a motion for the Authority to accept the 2018 Strategic Plan. Casey Smith Seconded the motion. The motion passed. Ray DuBose inquired if there were board reappointments upcoming in August. Staff explained that we were in-between appointments. Casey Smith encouraged the Authority

to express an interest if they would like to address board roles, which would be voted upon in the November meeting.

Courtney Harcourt noted that the Newnan Coweta Board of Realtors received a $2,800 Placemaking grant for the Wadsworth Alley revitalization project. Harcourt noted that the group had asked Main Street Newnan to be the project coordinator on behalf of the Authority, and that they had requested for the Authority to manage the grant award, which will need to be spent in full by May 29, 2019. The Authority recognized that this request would require a budget amendment. Casey Smith made a motion for the Authority to accept the grant award on behalf of the Newnan Coweta Board of Realtors, to create a budget amendment, and adhere to supporting the Main Street program to finish the project as proposed by May 29, 2019. Keith Brady seconded the motion. The motion passed.

Harcourt noted that the Placemaking Public Meeting would take place on August 20, 2018 at 5:30pm in the Council Chamber Room. She noted that the meeting would stimulate interest in creating a task force by 9/1/2018. Harcourt pointed to the goals set during the planning retreat, where by the taskforce would create a plan, and present it to the Newnan Downtown Development Authority 12/1/2018, with hopes of implementation to begin January 2019.

Courtney Harcourt and Abigail Strickland presented a report to the Authority related to the Sunrise on the Square Road Race Update. They outlined the following points, in 2015 the Sunrise on the Square Road Race was restructured by the DDA to include a certified USTAF 5K and 10K route, and brought on a non-profit partner, CIS of Coweta County. This decision was made for the following reasons:

i. Race registration had decreased significantly in 2014 and 2015
ii. We realized that we needed to invest more in the race financially and invest additional time.
iii. Main Street Newnan invested financially: we certified the course, improved the quality of Tee shirts, improved race registration, purchase additional advertising, and we introduced chipped timing.
iv. We partnered with a non-profit in order to find the 30 additional volunteers that is required, to promote the race, to manage some of the tasks related to the race, to increase sponsorships, and to increase involvement and awareness. This group receives all profit from the race.
v. The quantitative results that we hoped to see were; increased participation, increased racers, a well-developed 10k commitment from runners, an increase in race profit donated to the partner, and increase in volunteer commitment.

The Authority expressed an interest in having staff provide an additional report during the September meeting. The Authority was in agreement that it may be an option to find a new non-profit partner in 2018.

Upcoming fall events were noted and announced by staff.

6. The meeting was adjourned at 8:26am.