

Meeting Minutes

**City of Newnan
Downtown Development Authority
Wednesday, March 14, 2018
8:00 am – 2nd Floor Conference Room,
Newnan City Hall, 25 LaGrange Street**

Members Present: Keith Brady, Casey Smith, Ray Dubose, Brant Frost, Jim Thomasson

Staff Present: Courtney Harcourt, Abigail Strickland, Hasco Craver

Visitors Present: Winston Skinner

1. The meeting was called to order at 8:02am.
2. Ray Dubose made a motion to approve the previous meeting minutes. Keith Brady seconded the motion. The motion carried.
3. Courtney Harcourt delivered the Financial Report noting the following account balances.
 - a. BOZ Primary: \$26, 334.07
 - b. BOZ MMI: \$99,915.52
 - c. BOC- UWG: \$490.89
 - a. Y-T-D 3/13/18; Income:\$10,765.80, Expenses: 4,229.76
4. Continuing Business
 - a. DDA Projects Updates
 - i. Courtney Harcourt provided an update about “The Old Jail”, mentioning that Georgia State University’s Heritage Preservation program is interested in bringing a team of graduate students to Newnan to focus on the project. Harcourt noted that she thought the students would study the structure and complete a Historic Structure Report and Conditions Assessment
 - ii. Staff shared potential options for car magnets for the Share with Care campaign. Jim Thomasson noted that the design differed than the previous replica, he questioned why the bike/walk logo was missing from the example. Staff explained that the logo that the Authority had previously agreed upon would be difficult to see or dictate from another vehicle while driving. Jim Thomasson suggested that the Authority reconsider the original design, as the image is to be geared toward the pedestrian (not another driver), and to keep continuity in design. The Authority was in agreement with Mr. Thomasson, and staff agreed to order magnets featuring the original design
 - iii. Staff provided update that the pet waste stations had been ordered, and were expected to arrive by the end of the month.

- iv. Courtney Harcourt presented an example design for the 2018 Spring Banners, and recommended that the Authority vote on the matter. The design that staff suggested included the “Welcome to Downtown Newnan” spring banner and the double-bracket “Share with Care” counterpart banner featuring an illustration from Molly Rose Freeman’s mural that is located on West Washington Street. Courtney Harcourt noted that staff had collected quotes from both muralist that completed murals through the Artists in Residence program, as directed during the February 2018 meeting. Harcourt noted that there was an \$800 price difference in design fees, which is what led staff to present the example shown. Brant Frost noted that he thought the other mural option to be a better depiction of Downtown Newnan, and offered to pay the difference to acquire the rights to that design. Brant Frost asked if there was a non-profit that a donor to donate to in order for the guitar mural to be placed on the banners. Keith Brady explained that the City is a public entity that is tax exempt in the same manner as a Non-profit, and because of this the Downtown Development Authority could take donations. Jim Thomasson question the timeline for installing the banners if the design were altered, and asked staff to provide a recommendation. Courtney Harcourt explained that it would be mid-May before the Banners could be installed if the design were changed. Jim Thomasson suggested that the Authority move forward with approving the design as presented by staff, and consider purchasing an additional set of banners featuring the mural located on West Broad Street. Staff explained that there is another possibility to add the other mural to a seasonal banner if the Authority was willing to make a budget adjustment. Casey Smith made a motion to purchase Spring 2018 banners as proposed by staff, and for Brant Frost to raise funds to purchase the artistic rights to the mural located on Spring Street. Jim Thomasson seconded the motion. The motion carried.

5. New Business

Courtney Harcourt introduced several ideas to the Authority that related to the potential development of Wadsworth Alley. Harcourt noted that staff presented a report about the Downtown Sanitation Program to Georgia Department of Community Affairs (DCA), who highlighted alleyway redevelopment and encouraged Main Street Newnan to coordinate community efforts to transform this particular space. Harcourt presented a PowerPoint to the Authority that displayed several of the ideas that were discussed during the meeting with DCA. Harcourt noted that the project would require a significant amount of “Community Buy-In”, as well as permission from each individual property owner, and business owner. If the Authority were to support such a project, Harcourt noted that there would be several short term and long term goals to keep in mind. Short-term goals would be to clean the area and to find outlets to engage the community to determine the end goal. Harcourt noted that short term commitments included a partnership with

Keep Newnan Beautiful to complete an Alleyway Clean Up on March 21, 2018. Harcourt also mentioned several sources of grant funding. Keith Brady, Jim Thomasson, and Ray Dubose showed enthusiasm for the project and encouraged the staff to continue with the project.

Courtney Harcourt updates the Authority about the current status of the Façade Grant Program, noting the frequency of grant awards for awning replacements. Harcourt noted that six of seven projects awarded in 2017 were for complete awning replacements. Harcourt noted that only \$310.01 of total grant awards were expanded unrelated to awning replacements. Brant Frost inquired about the façade grant program, questioning the trend to apply for awning replacements. Casey Smith explain that most businesses use the funding to purchase new awning and questioned whether or not we need to update the program to include other improvements.

Courtney Harcourt suggested that the authority consider a scheduling a Work Plan retreat during one of the following dates: 4/11/2018, 5/9/2018, or 6/13/2018. The authority asked that Harcourt schedule the event for the first available date. Brant Frost questioned the intent of the Work Plan Retreat. Staff explained that the meeting would create a 1/3/5 year plan for the program. Keith Brady said June date would not be preferable for him. Jim Thomasson stated that April or May would be ideal. Casey Smith also mentioned the May date being preferable. Jim Thomasson questioned length of meeting. Staff explained meeting length followed by lunch. Brant Frost questioned if Mother's Kitchen could cater the lunch.

6. Courtney Harcourt provided the managers' report, noting that the program had a candidate in mind for the Empty Storefront Program, and would update the Authority upon gaining a confirmation. Harcourt noted that Keep Newnan Beautiful and Habitat for Humanity had met with Main Street Newnan to launch the Downtown Planter Program. It was announced the Community Activity Presentation was presented to DCA by Main Street Newnan on 2/22/18, where it was confirmed that the program had met the requirements for the 2017 Annual Assessment as a GEMS program. Brant Frost questioned; "what is a GEMS community"? Staff explained Main Street program's accolade as being classified as a Georgia Exceptional Main Street program. Brant Frost inquired about how this was determined. Staff explained that the Department of Community Affairs awarded the program the designation. Casey Smith reminded Brant Frost that he only had a few options left for training. Brant Frost questioned if it was necessary. Staff and members explained that it was necessary for his duties and that the training must take place before his one year of being a member of the board.

Courtney Harcourt mentioned that the following businesses and organizations had inquired about Main Street Newnan Program Sponsorships:

- i. AT&T
- ii. Progressive Heating and Air
- iii. Southtowne
- iv. Newnan Utilities

- v. NEW Benton House Newnan
- vi. King Green
- vii. Event Sponsorship: United Bank
- viii. Event Sponsorship: AT&T Local store
- ix. Event Sponsorship: Newnan CASA

Abigail Strickland provided an update to the Authority about the following events:

- x. Art Walk
- xi. Market Day
- xii. Taste of Newnan

7. The meeting was adjourned at 8:49am.

Next Meeting:
Wednesday, April 11, 2018
8:00 am – 2nd Floor Conference Room,
Newnan City Hall, 25 LaGrange Street