

Meeting Minutes

City of Newnan
Downtown Development Authority
Wednesday, January 15, 2020
8:00 am – Newnan City Hall

Members Present: Ray DuBose, Casey Smith, Graylin Ward, Keith Brady

Staff Present: Courtney Harcourt, Abigail Strickland

Visitors Present: Clay Neely

The meeting was called to order at 8:07am.

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

Courtney Harcourt presented the financial report and noted the following account balances:

- a. BOZ Primary (11/2019) \$31,225.03
- b. BOZ Primary (12/2019) \$ 31,050.76
- c. MMI (11/2019) \$113,338.63
- d. MMI (12/2019) \$ 113,379.37
- e. YTD (11/2019)
 - i. Income \$105,349.99
 - ii. Expense \$111,940.08
 - iii. *Net Income -6,590.09*
- f. YTD (12/2019)
 - i. Income \$111,504.41
 - ii. Expense \$118,449.05
 - iii. *Net Income -\$6,944.64*

Courtney Harcourt announced that staff had transferred the Authorities' Quickbooks accounts to an updated cloud based version of the software. Harcourt explained that some of the reports previously printed for the meetings were no longer accessible, and that future financial reports will look different from the previous reports. It was also noted that summary will not be provided (no longer an option), the detailed report will be provided to pass around during the meeting, and accessible online.

Harcourt noted that staff is still learning to use the new version of the software, and as a result of the upgrade there are a few things that have been discovered. Harcourt noted that she is not listed as a signer for the Money Market account. Harcourt noted that if she were added as a signer for the account that it would allow staff to set up online banking and automatically reconcile statements. Keith Brady made a motion to add Courtney Harcourt to the BOZ MMI signature page. Graylin Ward seconded the motion. The motion carried.

Harcourt noted that the application to Georgia Placemaking Collaborative had been submitted, and received by the Georgia Municipal Association. She noted that staff received overwhelming support from each team member that was asked to participate in the application process, of whom will work with the Placemaking collaborative for Newnan if chosen to participate in the program. Site visits to potential communities will be the next step.

Courtney Harcourt noted that it was time to update our two-year strategic plan. Courtney has checked with the facilitators, Georgia Downtowns, and they have openings earlier in April. Keith Brady directed staff to schedule the event to ensure that it did not fall during Spring Break for the local school system.

An updated sponsorship package was presented to the Authority, members reviewed the information. Harcourt noted that sponsorships were reduced to three levels ranging from \$1,000 to \$3,500. Staff informed the Authority that the updates were based upon observing sponsorship features that a majority of potential sponsors found appealing, vs. options that were never used by existing sponsors. Harcourt noted a group of sponsors who took advantage of free event tickets, and of whom valued having their logo included on our marketing materials. Harcourt noted a second group of sponsors who were primarily interested in setting up tents at events. The modifications to the 2020 Sponsorship package reflect these observations. Harcourt introduced a new option to where businesses and organizations could sponsor programming, such as donating to projects, programs, alleyways, etc.

Staff presented an update that was requested by the Authority during the November 2019 meeting whereby the 2020 Event Schedule was approved with the exception for the date of the Summer Wined Up, which was in conflict with the Newnan Carnegie Foundation's Lit Fest. Abigail Strickland suggested that the Authority consider approving this date to take place on June 19, 2020. Strickland also suggested that the Authority consider to request for Newnan City Council approve the following dates as "Open Container Events", during the following times in accordance to City of Newnan Code Chapter 3, Section 25, 26, 27

- March 27th- Spring Art Walk 5-9pm
- June 11th- Summer NewnaNights 6pm-9pm
- June 19th – Summer Wined Up 5pm-9pm
- July 9th- Summer NewnaNight 6pm-9pm
- August 13th- Summer NewnaNight 6pm-9pm
- September 18th – Fall Art Walk 5-9pm
- October 2nd - Oktoberfest 5pm-9pm
- October 24th - Tucked Away Music Festival 2pm-7pm
- November 20th- Holiday Sip & See 5pm-9pm.

Keith Brady made a motion to approve the 2020 Event Calendar, and for the Authority to recommend that staff request permission from Newnan City Council to allow for the open consumption during the following times in accordance to City of Newnan Code Chapter 3, Section 25, 26, 27:

- March 27th- Spring Art Walk 5-9pm
- June 11th- Summer NewnaNights 6pm-9pm

- June 19th – Summer Wined Up 5pm-9pm
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- November 20th- Holiday Sip & See 5pm-9pm.

Casey Smith seconded the motion. The motion carried.

Staff provided an update to the Authority regarding the Arts and Entertainment District Committee, of whom made recommendations to City Council in 2019. Courtney Harcourt recommended that the Authority familiarize themselves with the report in the case that Newnan City Council takes action on any of the recommendations in 2020, as it would impact Downtown Newnan. If executed, this would allow other organizations outside of the City of Newnan to request open container. Ray DuBose stated that there have been multiple request to partner with Main Street Newnan in order for their organizations to have open container events. Courtney Harcourt emphasized the way the ordinance is currently written that only Main Street Newnan/Downtown Development Authority has the ability to host open container events.

2. Abigail Strickland provided the Manager's Report. Abigail Strickland noted that vendor applications were currently being accepted, and that staff had already received over 40 applications for Annual & Monthly Vendors. Annual applications are due February 1st, 2020.

Abigail Strickland inquired to see whether the Authority was interested in partnering with the Boys & Girls Club for the 2020 Sunrise on the Square Road Race, or if staff should reopen the application process for organizations to express an interest in becoming the 2020 non-profit partner. Keith Brady made a motion to continue partnership with Boys & Girls Club for the 2020 Sunrise on the Square Road Race. Ray DuBose seconded the motion. The motion carried.

3. The meeting adjourned at 8:21am.

Next Meeting:
February 12, 2020
8:00 am – Newnan City Hall

