

MEETING MINUTES

**City of Newnan
Downtown Development Authority
Wednesday, January 13, 2021
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room**

Members Present: Keith Brady, Ray Dubose, Casey Smith, Graylin Ward, Brant Frost, Martha Ann Parks

Members Absent: Jim Thomasson

Staff Present: Courtney Harcourt, Abigail Strickland, Hasco Craver

The meeting was called to order at 8:01am.

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

Courtney Harcourt announced her resignation from the Main Street Manager position effective January 29th, 2021. Abigail Strickland will transition from Special Event Coordinator into the Main Street Manager position. The Special Event Coordinator position will be posted onto the City of Newnan's job listings.

Courtney Harcourt presented the Financial Report to the Authority, noting the following account balances:

- **BOZ Primary**
 - I. November: \$18,526.63
 - II. December \$11,122.53
- **BOZ MMI**
 - I. November: \$113,702.06
 - II. December: \$113,716.37
- **YTD end 2020**
 - I. Income: \$18,416.66
 - II. Expense: \$38,062.15

Courtney Harcourt requested the Authority to consider adding Abigail Strickland onto all signature pages for the Downtown Development Authority accounts including the primary and money market. Keith Brady made a motion to add Abigail Strickland to all DDA accounts, to include BOZ primary checking account, the BOZ MMI account and to designate Abigail Strickland as the card holder/controller of the DDA credit card with BB&T. Brant Frost seconded the motion. The motion carried.

The Placemaking Collaborative first session with Team Leaders will take place on January 14th, 2021. The first session is an orientation and welcome to the program. Courtney Harcourt noted that Newnan was selected to be in the program but the program had been delayed due to

COVID-19. The program will take place virtually at this time. Courtney Harcourt noted that since the program is virtual it would be more accessible to the 12 community members it has enlisted. The program is for citywide placemaking, but will focus on the heart and soul of the community, which is the downtown district. At the end of the program, the Placemaking Collaborative team will present plans/projects to the Authority for consideration. Keith Brady inquired as to if the meetings will be recorded and available to post onto the city's website. Courtney Harcourt agreed that the meetings could be posted to Main Street Newnan's website or to the city's website. Courtney Harcourt noted that a project the Placemaking Collaborative could consider would be district naming/branding for the eastern corridor of downtown, "Railroad District". Keith Brady inquired as to how the City of Newnan's purchase of the Caldwell Tanks site would change the project. Courtney Harcourt stated that she believed it would be "bring the project forward".

Courtney Harcourt presented the 2021 Plan of Work. The Plan of Work is organized by National Main Street's Four-Point Approach. Under the Promotion point there has been no change from last year, a couple of items removed in accordance with the discussion during the November 2020 meeting.

Within the Organization point, continue to support the Brick & Click program has been added. Another addition includes collaborating with Newnan Police Department, Business Owners, & Community Leaders for a Neighborhood Watch Program. Courtney Harcourt noted there has been an uptick in disturbances and creating a partnership will empower the businesses and community to properly support one another. Keith Brady noted that the Newnan Police Department has funds allocated to this type of community outreach. Courtney Harcourt noted that a business owner has sent examples from Greenville, South Carolina and will be discussing options with the NPD on Friday. Ray DuBose requested staff send the example to the Authority through email. Lastly, the last addition to the Plan of Work is participating in the Placemaking Collaborative. The Placemaking Collaborative will allow community members to work on projects to present to the Authority for consideration and implementation.

Under the Design point, there has been no change from last year, a couple of items removed in accordance with the discussion during the November 2020 meeting. Courtney Harcourt noted that the Plan of Work includes implementing the plans for Carnegie Thompson Alley, Curbside Marketing, and support for the new temporary ordinance

There has also been no change from last year under the Economic Restructuring point.

The last addition to the 2021 Plan of Work is to investigate DDA consultation and training as offered by Georgia Municipal Association to assist with 2 year strategic plan for Newnan Downtown Development Authority. Courtney Harcourt noted this consultation and training would focus on the DDA becoming developers. Keith Brady inquired as to if the training would take place in person or virtually. Courtney Harcourt noted that the training is currently virtual. Keith Brady recommended that we wait a few months to see if the training can take place in person as it more difficult to connect virtually. Ray DuBose requested staff to contact GMA to see if the training can take place in person.

Brant Frost made a motion to accept the 2021 Plan of Work. Keith Brady seconded the motion. The motion carried.

Courtney Harcourt presented the 2021 Budget. Courtney Harcourt noted a few changes such as the removal on sponsorships. Sponsorships have decreased over the past few years and have become unpredictable. Other items were took off items that were discussed during the November 2020 meeting which are also not included in Plan of Work such as the Empty Storefront Program. The board may decide later in the year to make special transfer from the money market account in the case that a project proposed by the Georgia Placemaking Collaborative falls within the reach of 2021. Keith Brady inquired as to if the website was being redesigned under the \$5000 budget. Abigail Strickland explained the website budget goes toward Semi-Annual Hosting Fees and fees associated with ticket sales for Summer Wined Up and Oktoberfest. Brant Frost made a motion to accept the 2021 Budget. Keith Brady seconded the motion. The motion carried.

Courtney Harcourt noted that staff does not have any recommendations for the first quarter events and requested recommendations be held off until the February meeting.

Courtney Harcourt presented the 2020 Community Impact Report and 2019 Community Impact Report for the Authority to review the differences. While 2020 was impacted by the COVID-19 pandemic, the community was still impacted positively. Brant Frost requested that staff share a few of the 53 projects rehabbed in 2020. Courtney Harcourt noted 34/36 Madison, 12 Jefferson, Cleaver & Cork, Karvelas, and Hair Society.

The meeting was adjourned at 8:44am.

**Next Meeting:
Wednesday, February 10, 2021
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room**