Meeting Minutes

City of Newnan
Downtown Development Authority
Wednesday, June 14, 2023
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room

Members Present: Brant Frost, Jim Thomasson, Martha Ann Parks, Casey Smith, Graylin Ward
Members Absent: Keith Brady, Ray Dubose
Staff Present: Abigail Strickland, Jesse Branch, Hasco Craver

The meeting was called to order at 8:02am.

Abigail Strickland noted that moving forward, the meeting information including the agenda, minutes, and packet could be viewed on the iPad's that are now a part of the City Council Chambers. This is in an effort for the City to reduce its paper waste. Abigail noted that each board member will have their own login info soon, that would allow for them to take notes and make motions directly through Civic Clerk, the City's new online database for all City meetings.

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

Abigail Strickland presented the Financial Report to the Authority, noting the following account balances:

i. BOZ primary: $11,034.76
ii. MMI: $81,446.48
iii. YTD Income: $34,954.08
iv. YTD Expense: $26,751.33
    1. Net Income: 8202.75

Abigail Strickland noted that the ticket sales from the Summer Wined-Up are reflected in the report.

Abigail Strickland updated the Authority on the Wadsworth Alley project. City Staff met with Krebs Engineering in the alleyway on May 16th at 2pm in order to address the draining problem and come up with a plan to develop a clean, usable public space. Krebs is currently working on a mockup of plans for the alleyway and should be updating the City with those plans in the near future.

Abigail Strickland updated the Authority on the Carnegie-Thompson Alleyway project. Abigail noted that the light art boxes and hanging lights have arrived, and that we should be around 2 weeks out from install.

Abigail Strickland informed the Authority of the updated MOU requirements for 2023-2024. These updates include 2 hours of required training hours per year per board member. This year, all DDA board members are also required to obtain the Switch to Six Training by the end of the year. Abigail noted that the board members could participate in the Switch to Six training webinar and receive the 2 required hours of training at the same time, as the Switch to Six training would count for both requirements. Abigail also noted that she would send out the webinar after the meeting.

Abigail Strickland noted that Main Street Newnan has been partnering with Explore Newnan Coweta, Inc. (ENCI) regarding event data and event photography. ENCI currently has an event metric software that can calculate a rough estimate of visitor and resident attendees at a given event, which can give Main Street a general idea of attendance for events. ENCI has also been working with a photographer to capture events in the DDA district that can be used for media/advertising for both ENCI and Main Street Newnan.

Abigail updated the Authority on property developments within the district. Apollo's Steaks has opened at 33 ½ East Broad Street.

Jesse Branch update the Authority on Summer NewnaNights and Summer Wined-Up. The first Summer NewnaNights of the summer occurred last week on June 8th, and it was a success. The weather held out and it was well attended. The Summer Wined-Up will be this Friday, June 16th. Tickets are sold-out for the event, so we are expecting a great turnout on Friday night.

Lastly, Abigail updated the Authority on Mobilize Main Street in the fall. The date has officially ben set for Thursday, October 5th from 10am-2pm. Downtown professionals from all over the state will be visiting the downtowns in Carrolton, LaGrange, and Newnan to learn about their Main Street's and their Authority's successes and upcoming projects. The visitors will meet at City Hall first, enjoy tours throughout the DDA district, attend a luncheon, and have time to explore on their own. Abigail noted that the Authority should please mark this on their calendars.

Graylin Ward asked Jesse Branch how event information is currently advertised. Jesse noted that it is advertised in the local print media, through physical yard signs in the downtown district, and through social media, mainly. Graylin noted that it might be an added benefit to include the event schedule on light bole banners in downtown. Hasco Craver noted that this was not a bad idea, and that it was something that Abigail and Jesse could look into.

The meeting was adjourned at 8:24am.

Next Meeting:
Wednesday, July 12, 2023
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room