Meeting Minutes

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

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

The meeting was called to order at 8:00am.

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. Keith Brady seconded the motion. The motion carried.

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

i. BOZ primary: $42,358.10
ii. MMI: $81,480.62
iii. YTD Income: $75,607.05
iv. YTD Expense: $58,666.10
    1. Net Income: $16,940.95

Abigail Strickland noted that this Financial Report does not reflect the sponsorship check that still needs to go to the Boys and Girls Club once all the Sunrise on the Square expenses have been paid.

Abigail Strickland updated the Authority on the Wadsworth Alley. Abigail noted that we are in the design phase with Krebs Engineering and that the process will likely take a couple of months. Abigail noted that the design will hopefully be done sometime in January, and then the City can begin construction at that time.

Abigail Strickland updated the Authority on the Carnegie-Thompson Alley. Abigail noted that the alleyway is officially complete. Abigail noted that future improvements will include the addition of public art to the lightboxes as well as potentially adding more lights and/or public art on the sidewalk.

Abigail Strickland presented the 2024 Budget to the Authority. Casey Smith made a motion to approve the 2024 Budget. Ray Dubose seconded the motion. The motion carried.

Abigail Strickland presented the 2024 Calendar of Events to the Authority. Casey Smith made a motion to approve the 2024 Calendar of Events. Brant Frost seconded the motion. The motion carried.

Abigail Strickland updated the Authority on the 2023-2025 Work Plan. This is the work plan that staff has been working on with Georgia Department of Community Affairs staff since June. The work plan includes several goals for the Authority including Second Story Activation, Development Prep, Volunteer Support, and Experience Economy, all with specified definitions of success and appropriate tasks to be completed. Abigail noted that all tasks will need to be assigned to members of the Authority, and asked if there were any particular tasks that anyone wanted to be responsible for. Jim Thomasson asked if the Authority could review the plan over the coming months and submit their requests via email to City staff; Abigail agreed. Abigail is looking to adopt the plan at the January meeting with all tasks being assigned to members of the Authority at that time.

Abigail Strickland noted that Chairman Thomasson will need to select a Nominating Committee, who will then make their selections for the Authority positions and present their selections at the January meeting.

Jesse Branch updated the Authority on the Spirits & Spice Festival that occurred on Saturday, October 21st from 2pm-7pm. The event was a great success, with many members of the community out and about enjoying the event. Thank you to the Authority members who volunteered to help with the event.

Lastly, Abigail Strickland reminded the Authority that the online Switch to Six training needs to be completed by the end of the year. So far, Keith Brady, Martha Ann Parks, and Casey Smith have completed the training. Brant Frost noted that he completed the training, but he was not sure how to access his certificate. Abigail said she would contact Georgia Main Street staff and obtain the certificate.

The meeting was adjourned at 8:21am.

Next Meeting:
Wednesday, January 10, 2024
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room

Main Street Newnan

BOZ Primary Checking, Period Ending 12/29/2023

RECONCILIATION REPORT

Reconciled on: 01/09/2024

Reconciled by: Main Street Newnan

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	32,003.69
Checks and payments cleared (4)	-7,136.56
Deposits and other credits cleared (1)	1.74
Statement ending balance	24,868.87
Uncleared transactions as of 12/29/2023	-10,422.98
Register balance as of 12/29/2023	14,445.89
Cleared transactions after 12/29/2023	0.00
Uncleared transactions after 12/29/2023	-735.90
Register balance as of 01/09/2024	13,709.99

Details

Checks and payments cleared (4)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/08/2023	Expense		BB&T	-4,856.56
12/12/2023	Expense		Newnan Times-Herald	-200.00
12/12/2023	Expense		Saffire	-1,560.00
12/12/2023	Expense		Newnan Times-Herald	-520.00
Total				**-7,136.56**

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/29/2023	Deposit			1.74
Total				**1.74**

Additional Information

Uncleared checks and payments as of 12/29/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/11/2016	Check	3547	Card Services	-125.59
08/01/2016	Check	239	Pearl Diver	-20.00
10/13/2016	Check	319	Auburn Brothers Bagels, Inc.	-195.00
05/01/2018	Check	733	Musicology	-500.00
07/13/2018	Check	804	Grit and Grace Studio to Stree...	-50.00
06/13/2019	Check	1020	Kelley Warner	-100.00
07/01/2019	Check	1050	Katrina Brown	-30.00
07/01/2019	Check	1045	Polish Me Pretty	-30.00
11/13/2019	Check	1128	Musicology	-250.00
05/08/2020	Check	1262	Hannah Bader	-45.00
08/04/2020	Check	1309	Mary Blanford	-45.00
08/04/2020	Check	1313	Hannah Bader	-45.00
12/07/2020	Check	1340	Musicology	-250.00
06/15/2021	Check	1368	Newnan Times-Herald	-390.00
07/09/2021	Check	1400	Angela Nielsen	-50.00
07/09/2021	Check	1407	2 Beards and a Bar	-50.00
10/22/2021	Check	1438	Eric Thomas	-50.00
07/15/2022	Check	1488	Sydney Sherrod	-50.00
10/21/2022	Check	1550	Eric Thomas	-50.00
10/22/2022	Check	1551	Dunc's BBQ Kitchen	-250.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
08/03/2023	Check	1618	Polish Me Pretty LLC	-50.00
08/03/2023	Check	1615	NB Newnan LLC	-50.00
11/13/2023	Check	1651	Mad Mexican	-20.00
12/18/2023	Check	1654	Boys & Girls Clubs of Metro At...	-8,000.00
Total				**-10,695.59**

Uncleared deposits and other credits as of 12/29/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/15/2019	Deposit		Synovus	272.61
10/21/2022	Check	1549	Kelly Banks	0.00
Total				**272.61**

Uncleared checks and payments after 12/29/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/05/2024	Check	1655	Baker Bag Company	-435.90
01/08/2024	Expense		Newnan Times-Herald	-300.00
Total				**-735.90**

Main Street Newnan

BOZ MMI, Period Ending 12/29/2023

RECONCILIATION REPORT

Reconciled on: 01/09/2024

Reconciled by: Main Street Newnan

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance	81,487.32
Checks and payments cleared (0)	0.00
Deposits and other credits cleared (1)	6.47
Statement ending balance	81,493.79
Register balance as of 12/29/2023	81,493.79

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/29/2023	Deposit			6.47
Total				6.47

Main Street Newnan

Budget vs. Actuals: 2023 Budget - FY23 P&L

January - December 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Event Income				
Holiday Sip & See Income	1,020.00	1,500.00	-480.00	68.00 %
Market Day Income	23,460.00	22,500.00	960.00	104.27 %
Oktoberfest Income	16,150.66	16,000.00	150.66	100.94 %
Spirits & Spice Income	3,290.00	2,500.00	790.00	131.60 %
Summer NewnaNIGHTS Income	2,495.00	1,500.00	995.00	166.33 %
Summer Wined Up	16,144.44	16,000.00	144.44	100.90 %
Sunrise on the Square 5K	15,230.00	13,000.00	2,230.00	117.15 %
Total Event Income	**77,790.10**	**73,000.00**	**4,790.10**	**106.56 %**
Facade Grant Income		4,000.00	-4,000.00	
Interest Income	99.31	100.00	-0.69	99.31 %
Main Street Money Income	140.00		140.00	
Misc. Income		1,000.00	-1,000.00	
Total Income	**$78,029.41**	**$78,100.00**	**$ -70.59**	**99.91 %**
GROSS PROFIT	**$78,029.41**	**$78,100.00**	**$ -70.59**	**99.91 %**
Expenses				
Advertising		20,000.00	-20,000.00	
Ad Design	6,600.00		6,600.00	
Advertising/Promotional	5,899.00		5,899.00	
Art Walk	260.36		260.36	
General Event	6,105.66		6,105.66	
Internet	2,600.00		2,600.00	
Market Day	100.00		100.00	
Social Media	2,134.41		2,134.41	
Summer Newnanights	300.00		300.00	
Sunrise on the Square 5K	100.00		100.00	
Taste of Newnan	130.91		130.91	
Total Advertising	**24,230.34**	**20,000.00**	**4,230.34**	**121.15 %**
Bank Charge	353.53	100.00	253.53	353.53 %
Computer Hardware & Software	2,666.15	2,000.00	666.15	133.31 %
Event Expense				
Art Walk	60.36	200.00	-139.64	30.18 %
Holiday Sip-and-See	600.00	500.00	100.00	120.00 %
Market Day Expense	99.00	100.00	-1.00	99.00 %
Oktoberfest Expense	8,323.95	5,000.00	3,323.95	166.48 %
Parade - 4th July	2,317.50	2,000.00	317.50	115.88 %
Santa on the Square	90.25	700.00	-609.75	12.89 %
Spirits & Spice	6,663.98	6,000.00	663.98	111.07 %
Summer NewnaNIGHTS	1,655.00	2,000.00	-345.00	82.75 %
Summer Wined Up	4,321.66	4,500.00	-178.34	96.04 %
Sunrise on the Square 5K	15,175.70	13,000.00	2,175.70	116.74 %
TON Expense	197.00		197.00	

Main Street Newnan

Budget vs. Actuals: 2023 Budget - FY23 P&L

January - December 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total Event Expense	**39,504.40**	**34,000.00**	**5,504.40**	**116.19 %**
Facade Grant	1,674.07	4,000.00	-2,325.93	41.85 %
Main Street Money Expense	90.00		90.00	
Member Benefit	987.43	1,000.00	-12.57	98.74 %
Misc.	368.90	1,000.00	-631.10	36.89 %
Professional Services		3,000.00	-3,000.00	
Training & Education	7,106.53	8,000.00	-893.47	88.83 %
Website	3,164.85	5,000.00	-1,835.15	63.30 %
Total Expenses	**$80,146.20**	**$78,100.00**	**$2,046.20**	**102.62 %**
NET OPERATING INCOME	**$ -2,116.79**	**$0.00**	**$ -2,116.79**	**0.00%**
NET INCOME	**$ -2,116.79**	**$0.00**	**$ -2,116.79**	**0.00%**

Newnan Main Street Program 2023-2025 Strategic Work Plan

Vision

In 2031, Downtown Newnan is an exciting place to be. Its storefronts are fully occupied in well-maintained buildings. Downtown is pedestrian friendly, with well-maintained bike paths, trails, sidewalks, and crosswalks. Thriving, growing businesses include restaurants, retail and specialty shops, and a variety of cultural establishments. Outdoor activity spaces invite residents and visitors to the central business district to participate in events and to shop and dine with ample outdoor dining options. People enjoy well-landscaped greenspaces and sidewalks with manicured flowering plants and trees. Downtown has lots of energy, with plenty of options for downtown living, entertainment, and shopping.

Downtown Newnan is flourishing and serving as the cultural, dining, and shopping heart of Coweta County.

Community Transformation Strategy

- ***Business Activation and Development***
- ***Experience Economy***

Rationale

Downtown Newnan has a vibrantly successful business district, and vacant commercial spaces are extremely rare. Fortunately, there are redevelopment opportunities in the adjacent Eastside district. Data from community and board surveys (April 2021) ranked entertainment and dining business development as the top area for focus in downtown Newnan over the next two years. In addition, the steering committee for the City of Newnan Comprehensive Plan update (draft) has identified a number of "Needs and Opportunities" that support this strategy. Meeting these needs will increase sustainability and revitalize vacant and underutilized areas of downtown.

Wildly Important Goals

Goal 1 Second Story Activation	**Goal 2** Development Prep
Goal 3 Volunteer Support	**Goal 4** Experience Economy

Community Transformation Strategy: "Business Activation and Development"

Goal 1 Second Story Activation	**Definitions for Success** 1. Increase private investment 2. Number of units 3. See one upper floor space redeveloped 4. Developed incentive package/program 5. Board visiting another city to see upper story development as a group allowing them to see the possibilities

Partners:

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Conduct inventory of upper story spaces of utilized and underutilized spaces. (Preliminarily there are 6 available spaces)			
Review existing zoning ensuring that it is user friendly for upper story development.			
Develop incentive program that will encourage upper story development.			
Coordinate/Host developer open house of successfully completed upper story property. • Invite potential and existing property owners/developers • Invite staff as well			
Annual field trip to a city with successfully developed upper story spaces (Rome, Canton, etc.)			
Create 1 pager "myth buster" addressing the myths of upper story development.			

Research and consider an incentive for sprinkler systems for the upper stories.			

Community Transformation Strategy: "Business Activation and Development"

Goal 2 Future Development Preparation	**Definitions for Success** 1. Branding 2. Brand Implementation 3. Visioning on website (webpage devoted to future development) 4. Toolkit for developers in that area 5. To be the clearinghouse for information 6. Having a seat at the table

Partners:

Tasks	Person/Partners Responsible	Due Dates (Start & Complete)	Budget*
Brand the Eastside District (includes Caldwell and Andrews Street areas) – Development Prep	Ray Dubose and Graylin Ward		
Choose a specific location within the redevelopment area that requires support. Support includes but is not limited to: • Branding • Signage • Partner with Communications Dept.			
Webpage • Support, update, and communicate via the webpage any changes and developments in the defined redevelopment area.			
Create a toolkit for developers specific to the redevelopment area.			

Staff will work to get 1 Board member and 1 staff member involved in development discussions and planning meetings regarding the redevelopment area.			
Develop an internal and external communications plan regarding the redevelopment area. • Create a single email address for the city staff involved in the development process			
Create an incentives plan/package			
Create a marketing and implementation strategy for what can be done to support both the development occurring in the redevelopment area and the surrounding businesses affected by the development.			

Community Transformation Strategy: "Experience Economy"

Goal 3 Volunteer Support	**Definitions for Success** 1. We have a bench of volunteers. 2. We have a bench of potential, future board members. 3. We have created a "hype team" of at least 5 people. 4. We have engaged volunteers to assist with a specific event. 5. We have developed a volunteer program with an application process.

Partners:

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Recruit volunteers 1. Main Street "Sweat" crew (a group of volunteers dedicated to providing sweat equity support for downtown development programming and events) • Conduct inventory • Start small • Build infrastructure 2. Cheer Squad ("Main Street" Man) (a group of volunteers dedicated to providing social media and communication support for downtown programming and events) • Social media • Uniform • Free ticket to activities			

• Swag bag (team branded) • Host quarterly socials			
Charge Board members with recruiting at least one volunteer resource for each volunteer base (person, group, etc.)			
• Create a volunteer application process: o Background checks o Vet social media o Develop volunteer incentives for active participation.			
Conduct a program review to determine where volunteers are needed.			
Further research other volunteer programs (Macon, Hartwell, etc.)			
Host an annual volunteer orientation.			
Invite and involve the police department in creating the volunteer program (create a partnership)			
Develop annual volunteer appreciation or awards program.			

Community Transformation Strategy: "Experience Economy"

Goal 4
Grow our Experience Economy

Definitions for Success

1. Review mobile data before and after to see the increase of visitors.
2. Creation of tours in the IT Simple App.
3. We are marketing experience economy holistically.

Partners:

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Create a local tours component for IT Simple app: • Uploading • Marketing • Geo-caching activity • (Movie, art, architectural, etc.) • Create QR codes			
Curate a list of assets downtown (cultural assets, historical assets, unique products, businesses that offer an interactive experience for the customer, art, benches etc.)			
Determine how many tours will be created for the IT Simple app: • Pull in "hype team" to help create a list of places to visit in the downtown area			
Define audience for each experience.			
Create a virtual welcome center.			

Create a downtown discovery rack card.			
Create QR code placards for history of buildings.			
Create walking/running routes that include downtown.			
Create a social media campaign for the experience economy.			