Main Street Newnan

BOZ Primary Checking, Period Ending 04/30/2024

RECONCILIATION REPORT

Reconciled on: 05/03/2024

Reconciled by: Main Street Newnan

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

Summary

	USD
Statement beginning balance	12,050.60
Checks and payments cleared (5)	-4,504.42
Deposits and other credits cleared (2)	1,210.70
Statement ending balance	8,756.88
Uncleared transactions as of 04/30/2024	-2,500.00
Register balance as of 04/30/2024	6,256.88
Cleared transactions after 04/30/2024	0.00
Uncleared transactions after 04/30/2024	-20.00
Register balance as of 05/03/2024	6,236.88

Details

Checks and payments cleared (5)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/29/2024	Check	1666	Printsource	-64.67
03/29/2024	Check	1665	Holley Silirie	-2,492.00
04/03/2024	Expense		Newnan Times-Herald	-340.00
04/09/2024	Expense		Truist Bank	-1,515.23
04/12/2024	Check	1667	Printsource	-92.52
Total				-4,504.42

Deposits and other credits cleared (2)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/05/2024	Deposit			1,210.00
04/30/2024	Deposit			0.70
Total				1,210.70

Additional Information

Uncleared checks and payments as of 04/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
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	1045	Polish Me Pretty	-30.00
07/01/2019	Check	1050	Katrina Brown	-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	1407	2 Beards and a Bar	-50.00
07/09/2021	Check	1400	Angela Nielsen	-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

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/22/2022	Check	1551	Dunc's BBQ Kitchen	-250.00
08/03/2023	Check	1618	Polish Me Pretty LLC	-50.00
Total				-2,500.00

Uncleared deposits and other credits as of 04/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/21/2022	Check	1549	Kelly Banks	0.00
Total				0.00

Uncleared checks and payments after 04/30/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/03/2024	Check	1668	Mad Mexican	-20.00
Total				-20.00

Main Street Newnan

BOZ MMI, Period Ending 04/30/2024

RECONCILIATION REPORT

Reconciled on: 05/03/2024

Reconciled by: Main Street Newnan

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

Summary	USD
Statement beginning balance	86,515.20
Checks and payments cleared (0)	0.00
Deposits and other credits cleared (1)	7.58
Statement ending balance	86,522.78
Register balance as of 04/30/2024	86,522.78

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/30/2024	Deposit			7.58
Total				7.58

Main Street Newnan

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - April, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Event Income				
Holiday Sip & See Income		433.32	-433.32	
Market Day Income	15,815.00	8,333.32	7,481.68	189.78 %
Oktoberfest Income		5,333.32	-5,333.32	
Spirits & Spice Income		1,000.00	-1,000.00	
Summer NewnaNIGHTS Income		833.32	-833.32	
Summer Wined Up		5,333.32	-5,333.32	
Sunrise on the Square 5K		4,333.32	-4,333.32	
Total Event Income	**15,815.00**	**25,599.92**	**-9,784.92**	**61.78 %**
Facade Grant Income		1,333.32	-1,333.32	
Interest Income	33.22	16.68	16.54	199.16 %
Main Street Money Income	40.00		40.00	
Misc. Income		166.68	-166.68	
Total Income	**$15,888.22**	**$27,116.60**	**$ -11,228.38**	**58.59 %**
GROSS PROFIT	**$15,888.22**	**$27,116.60**	**$ -11,228.38**	**58.59 %**
Expenses				
Advertising	1,014.89	6,666.68	-5,651.79	15.22 %
Ad Production	2,492.00		2,492.00	
Advertising/Promotional	3,000.00		3,000.00	
Art Walk	115.00		115.00	
General Event	2,752.85		2,752.85	
Holiday Sip and See	100.00		100.00	
Internet	875.00		875.00	
Market Day	115.00		115.00	
Social Media	128.58		128.58	
Taste of Newnan	30.91		30.91	
Text Alerts	18.00		18.00	
Total Advertising	**10,642.23**	**6,666.68**	**3,975.55**	**159.63 %**
Bank Charge	390.00	33.32	356.68	1,170.47 %
Brick & Click Grant	435.90		435.90	
Computer Expense		666.68	-666.68	
Computer Hardware & Software	756.00		756.00	
Dues and Subscriptions	180.00		180.00	
Event Expense				
Art Walk	64.67	66.68	-2.01	96.99 %
Holiday Sip-and-See		166.68	-166.68	
Market Day Expense		33.32	-33.32	
Oktoberfest Expense		2,000.00	-2,000.00	
Parade - 4th July		833.32	-833.32	
Santa on the Square	700.00	233.32	466.68	300.02 %
Spirits & Spice		2,000.00	-2,000.00	
Summer NewnaNIGHTS		666.68	-666.68	

Main Street Newnan

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - April, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Summer Wined Up		1,500.00	-1,500.00	
Sunrise on the Square 5K	1,081.00	4,333.32	-3,252.32	24.95 %
TON Expense		333.32	-333.32	
Total Event Expense	**1,845.67**	**12,166.64**	**-10,320.97**	**15.17 %**
Facade Grant		1,333.32	-1,333.32	
Main Street Money Expense	40.00		40.00	
Member Benefit	64.20	333.32	-269.12	19.26 %
Misc.	39.55	666.68	-627.13	5.93 %
Professional Services		916.68	-916.68	
Training & Education	4,440.50	2,666.68	1,773.82	166.52 %
Uncategorized Expense	45.00		45.00	
Website	22.17	1,666.68	-1,644.51	1.33 %
Total Expenses	**$18,901.22**	**$27,116.68**	**$ -8,215.46**	**69.70 %**
NET OPERATING INCOME	**$ -3,013.00**	**$ -0.08**	**$ -3,012.92**	**3,766,250.00 %**
NET INCOME	**$ -3,013.00**	**$ -0.08**	**$ -3,012.92**	**3,766,250.00 %**

Adopted 11/22/2011
Revision to Article VI Section 2
Adopted _____, 2024
Revisions to Article I
Sections 8, 9, 10 and 11

BY-LAWS
OF
Downtown Development Authority of the City of Newnan

ARTICLE I Members

Section 1. Management Powers, Number, Qualification and Term.

The property, affairs and business of the Downtown Development Authority of the City of Newnan ("Authority") shall be managed by its Members consisting of seven persons elected or appointed from the time to time as provided by law. The qualifications of the Members shall be as provided by law. Each Member shall be elected to serve for the length of time provided by law.

Section 2. Powers.

The Members shall have such power and authority as is conferred upon them by Georgia House Bill 545. Specifically included in the powers of the Authority are the following powers conferred upon the Members by the City of Newnan in Resolution No. R96-1:

(a) To administer the Main Street Program on behalf of the City of Newnan and to act as the liaison between the various sponsors both public and private, and the Main Street Manager;

(b) To solicit and accept funds from sponsors, both public and private, and from others, and to expend funds necessary for the administration and operation of the Main Street Program.

Section 3. Regular Meetings.

Regular meetings of the Authority shall be held on the second Wednesday of each month at the Newnan City Hall Conference Room.

Section 4. Special Meetings.

Special meetings may be held upon the call of the Chairman, Secretary-Treasurer, or any two Members at such time during regular business hours and at such place within the City of Newnan, Georgia, as shall be specified in the notice of such meeting. Notice of special meetings may be either oral or written. Oral notice may be delivered personally or by telephone and shall be given at least twenty-four (24) hours prior to the time of the meeting. Written notice may be sent by mail or telegram or delivered personally. If delivered personally

or by telegram, such notice shall be delivered twenty-four (24) hours prior to the time of the meeting. If written notice is sent by mail, such notice shall be mailed two (2) days prior to the time of the meeting. Unless specified otherwise, any notice hereinafter called for these by-laws shall be given as specified in this section. No notice of any meeting need be given any Member who attends such meeting unless such Member attending at the beginning of such meeting states any objection or objections to the place and time of the meeting, to the manner in which is has been called or convened or to the transaction of business. Nor shall notice be required to be given any Member who at any time before or after the meeting waives notice of the meeting in writing.

Section 5. Quorum.

A majority of the Members, at a meeting duly assembled, shall constitute a quorum for the transactions of business. Unless otherwise specifically required by statute or these by-laws, the act of a majority of such Members present at a meeting at which a quorum is present shall be the act of the Authority, and if at any meeting of the Authority there shall be less than a quorum, a majority of those present may adjourn the meeting without further notice, from time to time until a quorum shall have been obtained.

Section 6. Delegation of Powers.

The Authority may, by resolution or resolutions, confer upon a Member or combination of Members, or specified groups, such specific powers as it deems proper not inconsistent with these by-laws or the laws of the State of Georgia.

Section 7. Parliamentary Procedures.

In case of dispute concerning parliamentary procedures governing the conduct of meetings of the Authority, Roberts Rules of Order shall govern.

Section 8. Appointment of Members.

All Members shall be appointed by the Newnan City Council according to the method set forth in O.C.G.A. §36-42-4 who shall meet one or more of the qualifications as set forth in O.C.G.A. §36-42-7, one of whom may be an elected official of the City Council as appointed by the City Council.

Section 9. Attendance.

Members are required to attend meetings as mandated by the Department of Community Affairs to maintain Main Street status. As of 2024, DCA policy mandates attendance at 75% of regular meetings (9 out of 11) within a calendar year.

Section 10. Training Requirements.

All DDA board members must undergo at least eight hours of training on downtown development and redevelopment programs and to attend training to become Main Street 101 certified within their first 12 months of appointment. Additionally as mandated by the Department of Community Affairs, each member must complete two hours of continuing education annually to retain voting status on the board.

Section 11. Ethics.

All DDA board members must comply with all conflict of interest and ethics policies set out in O.C.G.A. §45-10-1 et seq and O.C.G.A. §36-62A-1 et seq in all of their actions while serving on the board.

ARTICLE II Officers

Section 1. Number.

The Members shall elect from one of their number a Chairman, a Vice-Chairman, and a Secretary-Treasurer. The Members shall elect a Recording Secretary, who may, but need not be a Member.

Section 2.

Subject to the other provisions of this Section, Officers who are also Members shall serve as officers for the term of one (1) year (or remainder thereof). The terms of office shall commence on January 1 of each year and terminate on December 31 of each year; provided, however, if their successors are not elected prior to the expiration of the current term, those in office shall continue to serve until their successors are elected. The Vice Chairman shall move up to Chairman at the end of the term. If a nonmember is elected to serve as Assistant Secretary, the term of his office shall be designated by resolution at the time of his election but shall not extend beyond the term of the Members electing such Assistant Secretary. All officers shall be elected by and serve at the discretion of the Members and any officer may be removed from office, either with or without cause, at any time, by the affirmative vote of the majority of the Members of the Authority then in office. A vacancy in any office because of death, resignation, removal, disqualification or otherwise, shall be filled by the City Council. Resignation shall be submitted to the Chairman in writing.

Section 3. Powers.

The powers and duties of the several offices shall be as provided from time to time by resolution or other direction of the Members. In the absence of

such provisions, respective officers shall have the powers and shall discharge the duties customarily and usually held and performed by like officers of authorities similar in organization and purposes of this Authority. The Vice-Chairman and Assistant Secretary may fulfill the duties of the Chairman and Secretary at closings.

ARTICLE III Fiscal Year

Section 1. Time.

The fiscal year of the Authority shall begin on the first day of January of each year and end on the last day of December of each year.

Section 2. Annual Meeting.

An annual meeting of the Authority shall be held on the second Wednesday of November. Notice of the time and place of such meeting shall be given by the Chairman.

Section 3. Annual Audit.

The Secretary/Treasurer shall cause an annual audit of the books of the Authority to be made by the firm which audits the books of the City of Newnan and present such audit to the Members of the Authority.

ARTICLE IV Corporate Seal

Section 1. Seal.

The seal of the Authority shall consist of an impression bearing the name "Downtown Development Authority of the City of Newnan" around the perimeter and the word "SEAL" and the year of activation in the center thereof. In lieu thereof, the Authority may use an impression or writing bearing the word "SEAL" enclosed in parentheses or scroll, which shall also be deemed the seal of the Authority.

ARTICLE V By-Laws

Section 1. Applicability of By-Laws.

With the exception of the requirement of annual and monthly meetings, these by-laws are a formal written statement of the unwritten rules by which the Authority has acted and shall apply retroactively to all actions and proceedings of the authority previously taken.

ARTICLE VI Depositories

Section 1. Depositories.

The Authority shall from time to time provide by resolution or resolutions for the establishment of depositories of funds of the Authority.

Section 2. Execution of Notes, Drafts, and Checks.

All drafts, debits, checks, etc. drawn against accounts of the Authority not exceeding $1000.00 shall be signed by the Executive Director. Any drafts, debits, checks, etc. drawn against the accounts of the Authority exceeding $1000.00 shall be signed by the Executive Director along with one authorized Member.

ARTICLE VII Amendments

Section 1. Amendments.

The by-laws of the Authority shall be subject to alteration, amendment or repeal, and new by-laws not inconsistent with any statutory provisions or the Constitution of the State of Georgia activating this Authority may be made by the affirmative vote of two-thirds of all Members then holding office at any regular or special meeting of the Members. Proposed amendments shall be submitted in writing to all Members of the Authority ten (10) days prior to the meeting at which time such amendment will be considered. If such written proposed amendment is submitted by mail, it shall be deemed to be delivered when deposited in the United States Mails properly addressed and with sufficient postage thereon.

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: City of Newnan Planning & Zoning, Building Department, Private Investors	

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Conduct inventory of upper story spaces of utilized and underutilized spaces.	Staff	June 2024	n/a
Review existing zoning ensuring that it is user friendly for upper story development.	Staff	June 2024	n/a
Field trip to a city with successfully developed upper story spaces (Rome, Canton, etc.)	Staff/DDA	October 2024	n/a
Create 1 pager "myth buster" addressing the myths of upper story development.	Casey/Martha Ann/Valerie	October 2024	n/a
Develop incentive program that will encourage upper story development.	Casey/Martha Ann/Valerie	January 2025	n/a
Coordinate/Host developer open house of successfully completed upper story property. • Invite potential and existing property owners/developers • Invite staff as well	Casey/Martha Ann/Valerie	March 2025	n/a

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 • Choose a specific location within the redevelopment area that requires support. • Support includes but is not limited to: o Branding o Signage o Partner with Communications Dept. o Making the vacant site(s) more attractive in appearance o Gathering community input from property owners o Researching relevant history, to be included in branding	Staff/Ashley	December 2024	5,000
Create a toolkit for developers specific to the redevelopment area, including creating an	Brant/Graylin	December 2024	n/a, printing cost if

incentives plan/package, "Top 3 Preferred Uses" list, etc.			necessary
Webpage • Support, update, and communicate via the webpage any changes and developments in the defined redevelopment area. • Add all master plans and other planning documents. • Create a single email address for the city staff involved in the development process. • Develop an internal and external communications plan regarding the redevelopment area.	Staff/Ashley	June 2024	n/a
Staff will work to get 1 Board member and 1 staff member involved in development discussions and planning meetings regarding the redevelopment area.	Staff	ongoing	n/a
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.	Staff	December 2024	n/a

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*
Conduct a program review to determine where volunteers are needed.	Staff	May 2024	

Recruit volunteers
• Create a volunteer application process:
  ○ Background checks
  ○ Vet social media
  ○ Develop volunteer incentives for active participation
  ○ Invite and involve the police department in creating the volunteer program (create a partnership)
• Main Street "Sweat" crew (a group of volunteers dedicated to providing sweat equity support for downtown development programming and events)
• Cheer Squad ("Main Street" Man) (a group of
	Staff/Martha Ann/Ashley	June 2024	$2,500 (for swag, snacks for orientation, etc.)

volunteers dedicated to providing social media and communication support for downtown programming and events)
• Branding for volunteers
  • Uniform
  • Swag bag (team branded)
• Host an annual volunteer orientation			

Develop incentive plan for volunteers • Annual volunteer appreciation or awards program • Grant program for attending conferences • Titles/leadership structure • Quarterly/periodic socials	Martha Ann/Graylin	March 2025	$3,000
Charge Board members with recruiting at least one volunteer resource for each volunteer base (person, group, etc.)	Staff	May 2024	n/a
Further research other volunteer programs (Macon, Hartwell, etc.)	Staff	May 2024	n/a

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*
Curate a list of assets downtown (cultural assets, historical assets, unique products, businesses that offer an interactive experience for the customer, art, benches, running, biking etc.)	Staff/Volunteer Team	October 2024	n/a
Create a QR code plaques for history building tour	Staff	October 2024	$500
Create a downtown discovery rack card.	Staff	January 2025	$500
Create a virtual welcome center on website	Staff	January 2025	n/a
Create a social media campaign for the experience economy.	Staff	December 2024	$500