

Meeting Minutes

City of Newnan
Downtown Development Authority
Wednesday, October 9th, 2024
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room

Members Present: Keith Brady, Valerie Dumas, Ashley Keeley, Martha Ann Parks, Casey Smith

Members Absent: Brant Frost, Graylin Ward

Staff Present: Abigail Strickland, Jesse Branch, Hasco Craver

The meeting was called to order at 7:58am.

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. Valerie Dumas seconded the motion. The motion carried.

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

- i. BOZ primary: \$17,866.40
- ii. MMI: \$86,556.21
- iii. YTD Income: \$64,237.97
- iv. YTD Expense: \$58,238.57
 - 1. Net Income: \$6,130.95

Abigail Strickland noted that Oktoberfest ticket sales were approximately \$15,000. Abigail also noted that the income from the Sunrise on the Square Road Race totaled around \$22,000, with the expenses totaling around \$11,000. A check for the amount of the proceeds will be cut for the Newnan-Coweta Boys & Girls Club once all final expenses are paid.

Abigail Strickland reported that the field trip to Rome, GA, to explore their new River District and upper-story development was a success. Casey Smith noted that it was a very informative event, where attendees got to learn more about second floor apartments for rent and the development of loft spaces upstairs with businesses below.

Abigail Strickland reported that the Mayor and Council had a work session with the potential hotel developer for the 57 East Broad site. Keith Brady noted that the meeting was well received by the City Council. Keith also noted that the City Council may look to the Authority to be the financing mechanism for the property in the coming months, and that the Authority should consider having joint meetings with the City Council to engage in discussions regarding the site and its development.

Abigail Strickland updated the Authority on the Downtown History Tour. Abigail noted that 29 more QR code plaques have been ordered, for a total of 30 stops on the History Tour. The Authority should see the plaques installed by the business owners in the coming weeks.

Abigail Strickland updated the Authority on the photo booth, noting that she is waiting to hear back about an official install date, though the Authority should expect the booth to be installed by the end of October.

Jesse Branch updated the Authority on the Volunteer Program. Jesse noted that she is currently working with a student volunteer, Morgan Kang, from Georgia Tech who reached out to staff over the summer regarding volunteer opportunities with the program. Jesse has invited Morgan to volunteer at all of the Main Street events through the remainder of the year, and Morgan has already attended several. Jesse is seeking Morgan's feedback in real-time regarding the Volunteer Program, including the volunteer needs at certain events, his personal ideas for volunteer duties at different events, and how the program can be improved overall.

Abigail Strickland noted that staff from the Georgia Department of Community Affairs will be visiting Newnan on February 3rd for Main Street Newnan's Georgia Exceptional Main Street (GEMS) accreditation presentation and site visit.

The meeting was adjourned at 8:20am.

**Next Meeting:
Thursday, November 14th, 2024
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room**

Main Street Newnan

Checking, Period Ending 10/31/2024

RECONCILIATION REPORT

Reconciled on: 11/11/2024

Reconciled by: Main Street Newnan

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

Summary	USD
Statement beginning balance	23,364.64
Checks and payments cleared (16)	-12,692.84
Deposits and other credits cleared (6)	18,673.21
Statement ending balance	29,345.01
Uncleared transactions as of 10/31/2024	-10,775.00
Register balance as of 10/31/2024	18,570.01
Cleared transactions after 10/31/2024	0.00
Uncleared transactions after 10/31/2024	1,425.00
Register balance as of 11/11/2024	19,995.01

Details

Checks and payments cleared (16)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
09/30/2024	Check	1048	Abigail Strickland	-252.46
09/30/2024	Check		Apex Promo Solutions LLC	-1,995.24
09/30/2024	Check		Printsource	-105.07
10/02/2024	Check	1052	Ace Beer Growlers	-2,588.47
10/04/2024	Check	1055	Cornell Johnson	-180.00
10/11/2024	Expense		Truist Bank	-2,800.55
10/11/2024	Expense		Returned Check	-45.00
10/15/2024	Check	1057	The Mad Mexican	-179.00
10/15/2024	Check	1056	Apex Promo Solutions LLC	-1,676.32
10/18/2024	Check	1058	Joe Arnotti	-500.00
10/18/2024	Check	1059	Candler Hobbs	-400.00
10/18/2024	Check	1060	Jeff Embry	-600.00
10/19/2024	Check	1064	Brad Coggin	-250.00
10/19/2024	Check	1063	Meghan Proctor	-250.00
10/24/2024	Check	1066	The Central Newnan LLC	-656.46
10/24/2024	Check	1067	Abigail Strickland	-214.27
Total				-12,692.84

Deposits and other credits cleared (6)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/08/2024	Deposit			450.00
10/08/2024	Deposit			825.00
10/18/2024	Deposit		Paypal Verification	15,736.53
10/21/2024	Deposit			970.00
10/21/2024	Deposit			690.00
10/31/2024	Deposit			1.68
Total				18,673.21

Additional Information

Uncleared checks and payments as of 10/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/19/2024	Check	1028	Hubbell Proctor Design	-50.00
07/19/2024	Check	3	Vinylte Records LLC	-50.00
07/19/2024	Check	1013	NB Newnan LLC	-50.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/19/2024	Check	1011	Source Now	-50.00
10/19/2024	Check	1061	Hero Roofing	-250.00
10/19/2024	Check	1062	Whimzical Cafe	-250.00
10/24/2024	Check	1065	Boys & Girls Clubs of Metro At...	-10,078.00
Total				-10,778.00

Uncleared deposits and other credits as of 10/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/17/2024	Transfer			3.00
10/04/2024	Check	1054	Zac Fore	0.00
10/04/2024	Check	1053	Victor McPhie	0.00
Total				3.00

Uncleared deposits and other credits after 10/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/01/2024	Deposit			795.00
11/01/2024	Deposit			630.00
Total				1,425.00

Main Street Newnan

Money Market, Period Ending 10/31/2024

RECONCILIATION REPORT

Reconciled on: 11/11/2024

Reconciled by: Main Street Newnan

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

Summary	USD
Statement beginning balance	86,556.21
Checks and payments cleared (0)	0.00
Deposits and other credits cleared (1)	7.35
Statement ending balance	86,563.56
Register balance as of 10/31/2024	86,563.56

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/31/2024	Deposit			7.35
Total				7.35

Main Street Newnan

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

January - December 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Event Income				
Holiday Sip & See Income		1,300.00	-1,300.00	
Market Day Income	24,785.00	25,000.00	-215.00	99.14 %
Oktoberfest Income	15,986.53	16,000.00	-13.47	99.92 %
Spirits & Spice Income	2,705.00	3,000.00	-295.00	90.17 %
Summer NewnaNIGHTS Income	2,710.00	2,500.00	210.00	108.40 %
Summer Wined Up	16,143.46	16,000.00	143.46	100.90 %
Sunrise on the Square 5K	21,764.87	13,000.00	8,764.87	167.42 %
Total Event Income	84,094.86	76,800.00	7,294.86	109.50 %
Facade Grant Income		4,000.00	-4,000.00	
Interest Income	80.58	50.00	30.58	161.16 %
Main Street Money Income	60.00		60.00	
Misc. Income		500.00	-500.00	
Total Income	\$84,235.44	\$81,350.00	\$2,885.44	103.55 %
GROSS PROFIT	\$84,235.44	\$81,350.00	\$2,885.44	103.55 %
Expenses				
Advertising	1,014.89	20,000.00	-18,985.11	5.07 %
Ad Design	5,234.00		5,234.00	
Advertising/Promotional	400.00		400.00	
Art Walk	115.00		115.00	
General Event	5,039.17		5,039.17	
Holiday Sip and See	100.00		100.00	
Internet	2,015.00		2,015.00	
Market Day	115.00		115.00	
Social Media	1,179.76		1,179.76	
Summer Newnanights	115.00		115.00	
Sunrise on the Square 5K	306.38		306.38	
Taste of Newnan	145.91		145.91	
Text Alerts	36.00		36.00	
Total Advertising	15,816.11	20,000.00	-4,183.89	79.08 %
Bank Charge	491.18	100.00	391.18	491.18 %
BOZ MM Transfer	0.00		0.00	
Brick & Click Grant	435.90		435.90	
Computer Expense		2,000.00	-2,000.00	
Computer Hardware & Software	3,803.97		3,803.97	
Dues and Subscriptions	180.00		180.00	
Event Expense				
Art Walk	110.03	200.00	-89.97	55.02 %
Holiday Sip-and-See		500.00	-500.00	
Market Day Expense	480.00	100.00	380.00	480.00 %
Oktoberfest Expense	5,163.99	6,000.00	-836.01	86.07 %
Parade - 4th July	1,939.00	2,500.00	-561.00	77.56 %

Main Street Newnan

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

January - December 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Santa on the Square	700.00	700.00	0.00	100.00 %
Spirits & Spice	4,176.32	6,000.00	-1,823.68	69.61 %
Summer NewnaNIGHTS	2,110.00	2,000.00	110.00	105.50 %
Summer Wined Up	4,014.26	4,500.00	-485.74	89.21 %
Sunrise on the Square 5K	21,458.70	13,000.00	8,458.70	165.07 %
TON Expense		1,000.00	-1,000.00	
Total Event Expense	40,152.30	36,500.00	3,652.30	110.01 %
Facade Grant	1,656.46	4,000.00	-2,343.54	41.41 %
Main Street Money Expense	60.00		60.00	
Member Benefit	183.28	1,000.00	-816.72	18.33 %
Misc.	580.96	2,000.00	-1,419.04	29.05 %
Professional Services		2,750.00	-2,750.00	
Summer NewnaNIGHTS	220.00		220.00	
Training & Education	10,761.20	8,000.00	2,761.20	134.52 %
Uncategorized Expense	45.00		45.00	
Website	1,582.17	5,000.00	-3,417.83	31.64 %
Total Expenses	\$75,968.53	\$81,350.00	\$ -5,381.47	93.38 %
NET OPERATING INCOME	\$8,266.91	\$0.00	\$8,266.91	0.00%
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Main Street Newnan

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