

Meeting Minutes

City of Newnan

Downtown Development Authority

Wednesday, November 14th, 2024

8:00 am – Newnan City Hall

25 Lagrange Street- 2nd Floor Conference Room

Members Present: Keith Brady, Valerie Dumas, Brant Frost, Ashley Keeley, Martha Ann Parks, Casey Smith, 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. 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: \$29,345.01
- ii. MMI: \$86,563.56
- iii. YTD Income: \$84,235.44
- iv. YTD Expense: \$75,968.53
 - 1. Net Income: \$8,266.91

Abigail Strickland noted that a check for the amount of roughly \$10,000 was presented to the Newnan-Coweta Boys & Girls Club for their partnership with this year's Sunrise on the Square 5K.

Casey Smith called on the Nominating Committee to present their nominations. Martha Ann Parks reported the committee decided to keep the offices as they currently are, with Casey Smith as Chairman, Keith Brady as Vice Chairman, and Graylin Ward as Secretary/Treasurer. Martha Ann Parks made a motion to accept the nominations as presented. Valerie Dumas seconded the motion. The motion carried.

Casey Smith recused himself from the meeting at 8:04am due to conflict of interest with the agenda item for 11-13 Greenville Street DDRLF. Vice Chairmain Keith Brady took over the meeting.

Abigail Strickland requested the Authority to submit a resolution authorizing the receipt of a DDRLF loan from DCA for 11-13 Greenville Street, authorizing the loan to BMS Lofts, LLC. Martha Ann Parks made a motion for authorize members to execute the resolution. Valerie Dumas seconded the motion. The motion carried.

Casey Smith rejoined the meeting at 8:07am.

Abigail Strickland requested the Authority to submit a resolution authorizing the receipt of a DDRLF loan from DCA for 34 Greenville Street, authorizing the loan to Stone Oak Holdings, LLC. Brant Frost made a motion for staff to submit a consideration. Keith Brady seconded the motion. The motion carried.

Abigail Strickland updated the Authority on attendance and training records for 2024. Abigail noted that all training has to be completed by December 31st. As of right now, Brant Frost and Graylin Ward are the only board members that have not completed their training requirements of two hours for the year. Abigail noted that after the meeting, she will send an email with links to several online training opportunities. Casey Smith noted that board meeting attendance affects Main Street Newnan's status as an accredited Main Street and GEMS community, and that the State does not take into account "excused" absences. Casey asked the Authority to reflect on their current attendance record and ask if themselves if they can fulfill their role that the Council has appointed them to do. Abigail noted that ideally, the max number of absences for any board member would be three, as all board members are required to attend 75% of the meetings within the year.

Abigail Strickland presented the 2025 Calendar of Events to the Authority. Abigail noted that the calendar looks virtually the same as 2024 with the exception of the Summer NewnaNights concert series. Greenville Street Park, where the concert series is typically held each year, will be undergoing renovations and will not be available for the 2025 events. Abigail is proposing to forego hosting Summer NewnaNights in 2025 as the additional expenses that would be acquired in order to host the events at another venue would far surpass the budget for the events. This would just be a temporary pause for the 2025 season and the events would be brought back in the 2026 season. Martha Ann Parks suggested that the events would lose momentum if we paused them. Ashley Keeley noted that the events are some of her favorite events on the entire event schedule and that doing just two would be better than doing none at all. Jesse Branch noted that if we were to remove one of the events, the August event would likely be the best one as it is the least attended concert due to the Coweta County School calendar. Abigail noted that the cost incurred to host two of the concerts would still surpass the budget, and as the events are not particularly valuable economic drivers for downtown, the budget should not be increased from what is already is. Ashley recommended adding additional sponsors for the concert series, and volunteered to secure sponsors to cover the additional cost of staging. Brant Frost made a motion to approve the 2025 Calendar of Events with the removal of the August Summer NewnaNights event. Graylin Ward seconded the motion. The motion carried.

Abigail Strickland presented the 2024 Budget to the Authority. Abigail noted that there is an increase in the budget for training and education to account for the training requirements for the board. There is a decrease in advertising as we are planning on decreasing our print advertising. There is an increase in software to include the cost for Brighter Travel, which would help with a downtown directory, tours and passports for events, and maps with pins. Graylin Ward asked if we could consider billboard advertising, and Abigail noted that it may can go into the advertising budget. Brant Frost made a motion to approve the 2025 Budget. Martha Ann Parks seconded the motion. The motion carried.

Abigail Strickland updated the Authority on a recently held Merchant Meeting. Abigail noted that the meeting took place on November 5th, and roughly 30-40 downtown merchants attended. Abigail noted that their main concerns included getting visitors to downtown, creating an active directory that changes live, and wayfinding and/or signage in downtown and along the corridors into downtown. Valerie Dumas attended the meeting and noted that other merchants feel as though people see downtown as just the square and the side streets feel less seen, so trying to get visitors to the outside blocks is a concern. Abigail noted that Police Chief Blankenship will be at the next Merchant Meeting on December 3rd to talk about pedestrian safety, traffic speed and intersections, road closures, etc.

Abigail Strickland noted that the Authority will not plan to meet in December.

The meeting was adjourned at 8:53am.

Next Meeting:
Wednesday, January 8th 2025
8:00 am – Newnan City Hall
25 Lagrange Street- Council Chamber Room