

The DDA held their regular meeting on Friday, January 8, 2021 at 8:00 a.m. via teleconference. Vice-Chairman Hall called the meeting to order at 8:00 a.m. Mrs. Crosby gave the invocation. The following were in attendance: Chairman Clint Sanders, Vice-Chairman Marilyn Hall, Mr. Joe Sewell, Mrs. Letha Phillips, Mr. Clay Fisher, Mr. Bryan Westmoreland, Mrs. Connie Tabor, Mr. Christian Hamilton, Mrs. Sharon Crosby, and Ms. Tami Mayhugh. Mrs. Terri Goethe and City Commission Liaison Terry Carter were absent. Upon a motion made by Mr. Sewell and seconded by Mr. Westmoreland, the January 9, 2021 Regular Meeting Agenda was unanimously approved. Upon a motion made by Mr. Fisher and seconded by Mr. Westmoreland, the December 11, 2020 Regular Meeting Minutes were unanimously approved.

Reports

- a. **Main Street Events Update.** Mrs. Crosby provided the report. She stated that the Main Street Awards would take place on January 28th at 6pm and would premiere on Facebook and YouTube.
- b. **Ritz Theatre Events Update.** Ms. Mayhugh stated that the three Christmas movies in December went well but saw low attendance. She also said that the December Open Mic Monday was postponed into January. The January Night at the Ritz show would be Chi-Town Transit Authority and would take place on January 23rd.
- c. **December 2020 Financial Report.** Mr. Hamilton provided the report.
- d. **Entertainment District/Food Truck Ordinance Update.** Mr. Hamilton stated that the Entertainment District would be reviewed by the Alcoholic Beverage Control Board via email, and that the Toccoa Planning Commission was scheduled to review both items at their Thursday, January 21st, 2021 regular meeting. He stated that, once reviewed, both of these items would appear before the Toccoa City Commission at an upcoming meeting.

I. Unfinished Business

- a) N/A

II. New Business

- a. **Fulfilment of Unexpired Term – Chairman.** Mr. Hamilton explained that Chairman Sanders had decided to step down from the position of Chairman due to a busy work schedule and work priorities. Mr. Hamilton also stated that Chairman Sanders would remain a voting member of the Downtown Development Authority. He also explained that his unexpired term ending June 30, 2021 would need to be filled and that Vice-Chairman Hall would assume the position. He thanked Chairman Sanders for his many years of service in the role of Chairman for the DDA.
- b. **Appointment of Unexpired Term – Vice-Chairman.** Mr. Hamilton explained that, with Vice-Chairman Hall's appointment to fulfill Chairman Sanders' unexpired term, her term, also ending on June 30, 2021, would need to be filled. Mr. Hamilton asked the DDA to consider nominating and approving someone to fill Vice-Chairman Hall's vacancy. He reminded DDA Members that the role of the Vice-Chairman includes acting in place of the Chairman in the event of his or her absence. Mr. Westmoreland motioned to appoint Mrs. Phillips to fulfill Vice-Chairman Hall's unexpired term. Mr. Sewell seconded the motion, which passed unanimously.
- c. **Review Vision and Mission Statement.** Mr. Hamilton explained that the Georgia Main Street Program requires a yearly evaluation and review of the program's annual Vision and Mission Statement. Mr. Hamilton explained that the DDA previously reviewed the Vision and Mission Statement at their January 10, 2020 regular DDA meeting. He asked DDA Members to please review the Vision and Mission Statement, which could be found at the bottom of their agendas. He read both statements out loud. He asked that the DDA provide any suggested edits or changes and then vote on approving the updated Vision and Mission Statement. Mr. Westmoreland motioned to approve the Vision and Mission Statement as read. Mr. Sewell seconded the motion, which passed unanimously.
- d. **Review DDA-TCC Goals.** Mr. Hamilton explained to the DDA that they were in the process of scheduling an annual planning meeting with the Toccoa City Commission to discuss the DDA's annual goals for 2021, which the DDA provided comments on in December. Mr. Hamilton explained

that the DDA would present these goals to the City Commission at the upcoming planning meeting, to be held via teleconference on Monday, February 22nd, at 3:30pm. He reminded DDA Members that their participation in this planning process helps to allocate funding on an annual basis, such as in the 2021 budget, when \$15,000 was allocated toward the Currahee Street Beautification Grant due to DDA request. He stated that they would go over each goal, discuss each goal, and then vote to approve the overall goals after review and possible edits.

- i. **Enhance Downtown Infrastructure through obligated funding to beautify alleyways, gateways, and parking areas.** Mr. Hamilton explained that staff had applied for grant funding to beautify the alleyways near Foreacre Street and South Park Lane downtown, and that they were waiting to hear back on the funding. He also explained that they could apply in the Spring for Tourism Product Development Grant funding that could assist with any future needs downtown and asked for any comments for potential projects. With no comments, Vice-Chairman Hall stated that she would discuss this goal with the TCC.
- ii. **Evaluate existing annual promotions and adjust event work plan to fit current environment.** Mr. Hamilton asked Mrs. Crosby to explain this goal. She stated that she would provide the DDA a list of all planned events at their February meeting. Mr. Westmoreland agreed to discuss this goal with the TCC.
- iii. **Retain audience attendance and improve audience experience at the Ritz Theatre through grant programming.** Mr. Hamilton asked Ms. Mayhugh to explain the current safety features at the Ritz Theatre, and asked the DDA to provide any comments on providing a fun and safe Ritz Theatre into 2021. Ms. Mayhugh explained the features and Mrs. Phillips agreed to discuss this goal with the TCC.
- iv. **Continue Season Five of Night at the Ritz Event Series from September 2021 through May 2022.** Mr. Hamilton explained that, in 2020, a Georgia Council for the Arts Project grant was awarded, and that staff would be applying on February 2, 2021 for Season Five funding. Mr. Fisher agreed to discuss this goal with the TCC.
- v. **Recruit brewery, distillery, and/or restaurant; as well as additional retail businesses to the downtown district.** Mr. Hamilton explained that they have had meetings with breweries, distilleries, and restaurants throughout 2020, and that the Rural Zone, as well as downtown grant funding options, made Downtown Toccoa an attractive option for development. Mr. Fisher agreed to discuss this goal with the TCC.

Mr. Westmoreland motioned to approve the goals as discussed. Mrs. Phillips seconded the motion. It passed unanimously.

III. Other Business

1. **Chamber Report.** Mrs. Paysen stated the Chamber's Shop Local programs were continuing through the holidays. She also detailed other upcoming Chamber events, including the Legislative Forum.

There being no further business, upon a motion made by Mr. Fisher and seconded by Mr. Sewell, the regular meeting of the Downtown Development Authority was adjourned at 8:35 a.m.

Christian Hamilton
Main Street Manager

Marilyn Hall
Vice- Chairman