

The DDA held their regular meeting on Friday, December 10, 2021 at 8:00 a.m. in the Third Floor Conference Room of Toccoa City Hall. Chairman Hall called the meeting to order at 8:05 a.m. Mr. Fisher gave the invocation. The following were in attendance: Chairman Marilyn Hall, Mrs. Terri Goethe, Mr. Joe Sewell, Mr. Clay Fisher, Mr. Christian Hamilton, Mrs. Connie Tabor, and Ms. Tami Mayhugh. Vice-Chairman Letha Phillips, Mr. Clint Sanders, Mr. Bryan Westmoreland, Commission Liaison Terry Carter, Chamber President Julie Paysen, SCDA President Brittany Ivey, and Mrs. Connie Tabor were absent. Upon a motion made by Mr. Sewell and seconded by Mrs. Goethe, the November 12, 2021 Regular Meeting Agenda was unanimously approved. Upon a motion made by Mr. Fisher and seconded by Mr. Sewell, the November 12, 2021 Regular Meeting Minutes were unanimously approved.

## Reports

- a. **Main Street Events Update.** Mr. Hamilton provided the report. He notified DDA Directors that the 2021 ChristmasFest was the largest ever attended and asked them to mark their calendars for January 27<sup>th</sup>, 2022, which will be the 2021 Main Street Awards
- b. **Volunteer Appreciation Breakfast.** Mr. Hamilton notified the DDA that the annual Volunteer Appreciation Breakfast would take place on Friday, December 17, 2021 at 8am at the X-Factor Grill in Downtown Toccoa. He thanked DDA Directors for their annual contributions to the City of Toccoa.
- c. **Ritz Theatre Events Update.** Ms. Mayhugh provided the report. She stated that the Katie Deal "Holly Dolly Christmas" show would be this evening. She also added that there are almost no weekend dates left in May.
- d. **November 2021 Financial Report.** Mr. Hamilton provided the report.
- e. **Façade Grant Update.** Mr. Hamilton reminded DDA Directors that Mrs. Michele Whiten, on behalf of Miss Pauline Addy, had until January 17, 2021 to complete the façade work on the exterior of 102 East Tugalo Street.
- f. **Combined DDA-TCC Meeting.** Mr. Hamilton notified DDA Directors that the annual DDA-TCC combined meeting would take place on Monday, January 24, 2022 at 3pm before the regular TCC meeting. He asked DDA Directors to clear their calendars and reminded them that this was a state requirement for the Georgia Main Street program.
- g. **New Website.** Mr. Hamilton notified DDA Directors that the City of Toccoa had complete a total website overhaul with the assistance of Municode. He asked them to review both the new city website and new Main Street Toccoa subsite and provide any feedback.

## I. Unfinished Business

- a) N/A

## II. New Business

- a) **Discussion of 2022 Goals.** Mr. Hamilton asked DDA Directors to review the 2022 Goals for the program and provide any suggested changes or updates to the goals. As with previous years, he also asked if any of them would be willing to take "ownership" of a goal and explain it to the Toccoa City Commission. He stated that he would provide them with supporting documentation and narrative language when presenting their goals.
  - a. **Goal #1. Seek Grant Funding to Complete the Tugalo Street Greenspace Project.** Mr. Hamilton explained that they did not receive funding from a GCA grant they applied for in 2021 and hoped to apply for 2022 Appalachian Regional Commission funding to complete the project. He reminded them that this was a goal in the FY22 Comprehensive Plan for completion. Chairman Hall agreed to discuss this goal.
  - b. **Goal #2. Recruit Brewery, Distillery, Tasting Room, and/or Restaurant to the Downtown District.** Mr. Hamilton explained that it has been an annual goal for several years now to recruit one of these types of businesses into the downtown district, as they not only help to bring regular traffic downtown, but also increase nightlife and residential and lodging opportunities. He stated his pleasure that R&R Prime had opened in 2021, and that there is conversation and hopes for the R&R Terminal building to be utilized for a brewery space. He also stated that the RZ Tax Credit incentives

provided a valuable opportunity for bringing these types of businesses downtown. Mr. Fisher agreed to discuss this goal.

- c. **Goal #3. Continue Season 6 of the Night at the Ritz Event Series.** Mr. Hamilton explained that this event series had been running for five successful years now, and that grant funding had helped to sustain its development. He also stated that there were plans to continue it into FY23. It was suggested that Vice-Chairman Phillips could discuss this goal.
  - d. **Goal #4. Establish and Determine Viability of a Monthly Car Cruise-In.** Mr. Hamilton explained that several downtown property owners had approached the Main Street office about creating a regular monthly Cruise-In downtown. The first one is scheduled for March 2022, and Mr. Hamilton explained that there were questions about cost and viability. It was suggested that Mr. Westmoreland could discuss this goal.
  - e. **Goal #5. Continue to Encourage Upper Story Housing/Loft Living Downtown.** Mr. Hamilton explained that there are currently plans for seven additional loft apartments downtown and there is continued opportunity for more living. He added that this is vitally necessary in promoting the growth and wellbeing of a downtown district. It was suggested that Mr. Sanders could discuss this goal.
  - f. **Goal #6. Install Additional Lighting Along Doyle Street.** Mr. Hamilton explained that there has been repeated praise regarding the alleyway lighting downtown, and that staff hoped to continue this implementation through additional lighting along central Doyle Street in the same style. Grant funds would need to be located to provide this additional lighting. Considering the cost for the two alleyway entrances, Mr. Hamilton estimated that at least \$30,000 would be required to complete the work. Mrs. Goethe agreed to discuss this goal.
  - g. **Other Goals?**
    - i. Mr. Fisher recommended that completion of the Broad Street Underpass and Signage be added to the goals. The quorum of DDA Directors present agreed.
- Upon a motion made by Mr. Fisher and seconded by Mr. Sewell, the Discussion on DDA Goals for 2022 was tabled until the January 2022 meeting.

### III. Other Business

- 1. **Chamber Report.** No report was provided.
- 2. **SCDA Report.** No report was provided.

There being no further business, upon a motion made by Mr. Sewell and seconded by Mrs. Goethe, the regular meeting of the Downtown Development Authority was adjourned at 8:54 a.m.

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Christian Hamilton  
Main Street Manager

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Marilyn Hall  
Chairman