

The DDA held their regular meeting on Friday, January 14, 2022 at 8:00 a.m. in the Second Floor Commission Room of Toccoa City Hall. Chairman Hall called the meeting to order at 8:04 a.m. Mrs. Crosby gave the invocation.

The following were in attendance: Chairman Marilyn Hall, Mr. Clint Sanders, Mr. Clay Fisher, Mr. Bryan Westmoreland, Commission Liaison Terry Carter, Mr. Christian Hamilton, Mrs. Connie Tabor, Mrs. Sharon Crosby, and Ms. Tami Mayhugh. Chamber President Julie Paysen, SCDA President Brittany Ivey, and Mr. Jordan Colletta were also in attendance. Vice-Chairman Letha Phillips, Mrs. Terri Goethe, and Mr. Joe Sewell were absent.

Upon a motion made by Mr. Fisher and seconded by Mr. Sanders, the January 14, 2022 Regular Meeting Agenda was unanimously approved. Upon a motion made by Mr. Fisher and seconded by Mr. Sanders, the December 10, 2021 Regular Meeting Minutes were unanimously approved.

Reports

- a. **Main Street Events Update.** Mrs. Crosby provided the report and stated that the next event would take place on January 27th as the Main Street Awards. She also asked for discussion regarding the 2022 Harvest Festival being one day or two days, and the quorum present indicated it should remain two days, as in previous years.
- b. **Ritz Theatre Events Update.** Ms. Mayhugh provided the report. She stated that December was a good month and that the Ritz Theatre is almost fully booked every weekend through May 2022.
- c. **Combined DDA-TCC Meeting.** Mr. Hamilton reminded 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.

I. Unfinished Business

- a) **Façade Grant Application. Miss Pauline Addy for Property Located at 102 East Tugalo Street: Extension Request.** Mr. Hamilton explained that Mrs. Michele Whiten, on behalf of Miss Pauline Addy, had sent an email on Friday, January 7, 2022 formally requesting an extension on her approved façade grant project due to the holiday season and issues with contractors. Mr. Hamilton added that he had notified them in December that Mrs. Whiten would likely be coming forward with an extension request. He asked that they provide a formal motion if they decide to approve of her extension request. He also explained that, if approved, a formal letter would be sent to Mrs. Whiten on behalf of Miss Addy notifying her of the extension approval. Mr. Fisher motioned that Miss Addy be granted an extension until July 1, 2022 to coincide with the new fiscal year. The motion was seconded by Mr. Sanders and approved unanimously.
- b) **Discussion of 2022 Goals.** Chairman Hall asked for a motion to remove the item from the table. Mr. Westmoreland made the motion, and Mr. Sanders seconded. The motion passed unanimously. Chairman Hall asked Mr. Hamilton to discuss the agenda item.
 - a. **Goal #1: Seek Grant Funding to Complete the Tugalo Street Greenspace Project.** Mr. Hamilton stated that staff hoped to apply for 2022 ARC funding to complete this project. He reminded DDA Directors that this was a goal in the FY22 Comprehensive Plan. Mr. Westmoreland agreed to discuss this goal.
 - b. **Goal #2: Recruit Brewery, Distillery, Tasting Room, and/or Restaurant to the Downtown District.** Mr. Hamilton explained that this has been an annual goal for several years now. He explained to DDA Directors that staff continues to show downtown property to potential breweries/distilleries, and the R&R Terminal location is an ideal spot for location of these types of businesses. He reminded DDA Directors that Mr. Fisher had agreed to discuss this goal, and it was also suggested that the DDA provide support for the Entertainment District as part of this goal, as well.
 - c. **Goal #3: Continue Season 6 of Night at the Ritz.** Mr. Hamilton stated that this event series has been running for five successful years now, and that grant funding had helped to sustain its development.

He added that there were plans to continue it into FY23. Vice-Chairman Phillips agreed to discuss this goal.

- d. **Goal #4: Establish and Determine Viability of a Monthly Cruise-In.** Mr. Hamilton explained that the first event in this possible event series would begin in March, and it was hoped it would continue from March through October monthly. Mrs. Crosby stated that the first 50 attendees would receive a special t-shirt each month, and that the event would be free to attend. While the event was scheduled to take place on Fridays, the DDA members presents suggested that Saturdays from 3pm to 7pm would work better, as this would coincide with the Ida Cox Music Series during the summer months. Mr. Jordan Colletta, who had originally suggested the implementation of this event, was in attendance and explained the value of this event in bringing business downtown. The DDA unanimously voiced its approval. Mr. Hamilton asked Mr. Westmoreland to discuss this goal.
- e. **Goal #5: Continue to Encourage Upper Story Housing/Loft Living Downtown.** Mr. Hamilton explained that this was vital in promoting the growth and wellbeing of a downtown district. He asked Mr. Sanders to discuss this goal.
- f. **Goal #6: Install Additional Lighting Along Doyle Street.** Mr. Hamilton explained that it was a goal to continue downtown lighting, and the next phase would be along central Doyle Street. He estimated that it would cost \$30k - \$40k to complete. Mrs. Goethe agreed to discuss this goal.
- g. **Goal #7: Completion of Broad Street Underpass and Signage.** Mr. Hamilton explained that this was a continuing goal and would likely cost \$100k. Grant funds would need to be located. Mr. Fisher agreed to discuss this goal. Upon conclusion of discussion, Mr. Westmoreland motioned that the 2022 Goals be approved. Mr. Sanders seconded the motion. It passed unanimously.

II. New Business

- a) N/A

III. Other Business

1. **Chamber Report.** Mrs. Paysen stated that *The Mulligan Movie* would premiere on April 18th across the country and a premiere showing was being scheduled for the Ritz. She also added that the Annual Awards Ceremony would take place in the Spring.
2. **SCDA Report.** Mrs. Ivey stated that the SCDA had purchased 20/24 Doyle Street and was excited about staying downtown. She stated that the upstairs loft would be leased to industry executives and offered it to the DDA should it ever be needed. She also added that workforce housing was in development across from Haystone-Brady Business Park.

There being no further business, upon a motion made by Mr. Fisher and seconded by Mr. Sanders, the regular meeting of the Downtown Development Authority was adjourned at 9:29 a.m.

Christian Hamilton
Main Street Manager

Marilyn Hall
Chairman