

The DDA-TCC held their work session on Monday, January 24, 2022 at 3:00 p.m. in the Second Floor Commission Room of Toccoa City Hall. Director Westmoreland called the meeting to order at 3:00 p.m. Mrs. Crosby gave the invocation.

The following were in attendance:, Mayor Jeanette Jamieson, Vice-Mayor David Austin, Commissioner Terry Carter, Commissioner Gail Fry, Commissioner Evan Hellenga, Mrs. Terri Goethe, Mr. Joe Sewell, Mr. Clint Sanders (via teleconference), Mr. Clay Fisher (via teleconference), Mr. Bryan Westmoreland, Mr. Christian Hamilton, Mrs. Connie Tabor, Mrs. Sharon Crosby, and Ms. Tami Mayhugh. Chamber President Julie Paysen, SCDA President Brittany Ivey, Todd Truelove, Gary Cortellino, Chris Goethe, Marie Cochran, and Inger Neal were also in attendance. Chairman Marilyn Hall and Vice-Chairman Letha Phillips were absent.

Upon a motion made by Mr. Sewell and seconded by Mr. Fisher, the January 24, 2022 Regular Meeting Agenda was unanimously approved.

Reports

- a. N/A

I. Unfinished Business

- a) N/A

II. New Business

- a) **Review Vision and Mission Statement.** Mr. Hamilton read the Vision and Mission Statements for Main Street Toccoa. With no comment or updates made, Mr. Fisher motioned that they be approved as read. Mrs. Goethe seconded the motion, which passed unanimously.
- b) **DDA 2022 Annual Goals:**
 - a. **Recruit Brewery, Distillery, Tasting Room, and/or Restaurant to CBD.** Mr. Fisher discussed this annual goal. Commissioner Fry asked about the proposed ratio of 0% food/alcohol in the Entertainment District. Mayor Jamieson also asked about this. Mr. Hamilton stated that the property values and rent costs downtown would prohibit low-cost bars from relocating downtown. Commissioner Carter added that this was previously discussed and that the timing was now right to implement an Entertainment District.
 - b. **Completion of Broad Street Underpass.** Mr. Fisher discussed the need to complete requirements at this underpass. He stated that, as a gateway, it was important to provide a first impression of the Downtown District. He stated that the costs should be approximately \$100,000. Vice-Mayor Austin stated that grant funds would be necessary for this project work. Mr. Fisher stated that it would not only help the downtown, but also visitors traveling this route up to Lake Toccoa and Toccoa Falls College.
 - c. **Seek Grant Funding to Complete Tugalo Street Greenspace Project.** Mr. Westmoreland discussed this project and the goal to renovate the Tugalo Street Parking Lot into a partial greenspace. He stated that approximately 35 spaces would be removed, leaving over 78 spaces available. Grant funding would need to be completed, and the total project cost is estimated at \$350,000. Commissioner Fry stated that losing 35 parking spots would not be a concern and that this project is worthwhile.
 - d. **Continue Season Six of Night at the Ritz.** Ms. Mayhugh stated that Night at the Ritz has brought in over 8,500 patrons since it began in 2017 and that the event series has proven to be successful. She added that a Resolution would be placed before the TCC at their meeting and asked that they consider authorizing an application for grant funding for the continuation of the event series. She also stated that she looked forward to the Annex expansion. Mayor Jamieson added that Toccoa is one of the few communities that has renovated and maintained its historic theatre. Mr. Westmoreland stated that the benefit of the Ritz to the city is incalculable.

- e. **Establish and Determine the Viability of a Monthly Car Cruise-In.** Mr. Westmoreland stated that the DDA has been working with several downtown property owners to create Cruzin' Down Doyle, a monthly cruise-in. The goal is to allow for any vehicle enthusiast to bring their vehicle downtown. Main Street would provide free t-shirts for the first 50 in attendance. Mrs. Crosby added that this event series would run from 4pm to 8pm during its March opening, and then from 3pm to 7pm each Saturday through September. Mayor Jamieson stated that food trucks need to be discussed. Commissioner Hellenga stated that there is room for both food trucks and brick-and-mortar restaurants. Mr. Westmoreland added that the event is better with more food options.
- f. **Continue to Encourage Upper Story Housing/Loft Living Downtown.** Mr. Hamilton stated that there are 25 apartments downtown presently – all occupied. There are four apartments underway at 26 Doyle Street and plans for more elsewhere. He added that the DDA is fully in support of the expansion of loft living downstairs and wanted the TCC's support in this effort. Commissioner Fry stated that the TCC is considering 2-hour parking downtown on Mondays – Fridays from 8am to 5pm on Doyle Street, and potentially Sage Street. Mr. Westmoreland and Mrs. Goethe both expressed their support.
- g. **Install Additional Lighting Along Doyle Street.** Mrs. Goethe stated that, with the expansion of bistro-style lighting in the downtown alleyways, the next goal is to install this lighting along the central block of Doyle Street. The cost is estimated at between \$30,000 and \$40,000. All Commissioners stated that this is a good goal for downtown development.

III. Other Business

1. **Historic Resources Survey, Phase III.** Mr. Hamilton stated that the current citywide survey was last completed in 1989 and staff is now on phase III of a new citywide survey. They are requesting the city sign a resolution obligating matching funding for HPD's HPF grant fund. The City Commission stated that they would vote on this at the regular TCC meeting that evening.
2. **Marie Cochran.** Ms. Cochran stated that she is there representing the Appalachian Leadership Institute, an organization that is part of the Appalachian Regional Commission. She stated that she wanted to see how she could assist the city this year with funding opportunities.
3. **Downtown Business Meeting.** Commissioner Fry stated that she would like to invite downtown business owners to meet several times a year to discuss their business needs and how the city could help. Mrs. Crosby stated that she would work on this and the DDA would discuss at February's meeting.

There being no further business, upon a motion made by Mrs. Goethe and seconded by Mr. Sewell, the regular meeting of the Downtown Development Authority was adjourned at 4:04 p.m.

Christian Hamilton
Main Street Manager

Bryan Westmoreland
Acting Chairman