

The DDA held its regular meeting on Friday, April 8, 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. Mr. Bryan Westmoreland gave the invocation.

The following were in attendance: Chairman Marilyn Hall, Mrs. Terri Goethe, Mr. Joe Sewell, Mr. Clint Sanders, Mr. Bryan Westmoreland, TCC Liaison Terry Carter, Mrs. Connie Tabor, Mr. Christian Hamilton, and Ms. Tami Mayhugh. Chamber President Julie Paysen, Intern Mr. Brian Ulbricht, Mr. Bill Youngquist, and Mrs. Michelle Ivester were also in attendance. Mr. Clay Fisher was present via telephone and Vice-Chairman Letha Phillips, Mrs. Sharon Crosby, and SCDA President Brittany Ivey were absent.

Additional items added to the agenda included the ARC Resolution and Local Business Concerns. Upon a motion made by Mr. Sewell and seconded by Mrs. Goethe, for approval, the revised agenda was unanimously approved.

Upon a motion made by Mr. Westmoreland and seconded by Mr. Sanders, the March 11, 2022, Regular Meeting Minutes were unanimously approved.

Reports

- a. **Main Street Events Update.** Mr. Hamilton provided the report. He mentioned the success of Cruzin' Down Doyle that occurred on March 26, 2022, with 75 cars in attendance, 50 t-shirts distributed, and plans to expand the event space in the future. Upcoming events mentioned were Georgia Cities Week on April 24 – April 30, 2022, Toast of Toccoa on April 30, 2022, from 12:00 pm – 6:00 pm, and Toccoa Train Day on May 7, 2022.
- b. **Ritz Theatre Events Update.** Ms. Mayhugh provided the report. She mentioned the theatre had 7 rentals and played 4 movies. Upcoming events included Bobby Horton's "Long Steel Rail of America" on May 6, 2022, and Cash Jennings a Johnny Cash/Waylon Jennings tribute band on May 20, 2022.
- c. **March 2022 Financial Report.** Mr. Hamilton provided the report, stating the façade grant budget is maximized until July 1, 2022, and the City of Toccoa would approve funding for additional façade grants on a case-by-case basis.
- d. **Façade Grant Update.** Mr. Hamilton explained that several entities had pending façade grant applications and would likely be submitting them in the upcoming months. He explained that it was an unusually busy season and wanted to make the DDA aware of what was coming:
 1. Façade Grant Reimbursement for Tugart Properties, LLC for Property located at 145 North Alexander Street (to be completed by June 14, 2022). Request: \$5,000.
 2. Façade Grant Reimbursement for Mrs. Michele Whiten for Property located at 102 East Tugalo Street (to be completed by July 1, 2022). Request: \$3,767.50.
 3. Façade Grant Reimbursement for First United Methodist Church for Property located at 226 East Savannah Street (to be completed by July 11, 2022). Request: \$4,000 up to \$10,000.
 4. Upcoming Façade Grant Application for Toccoa Presbyterian Church for Property located at 105 East Tugalo Street.
 5. Upcoming Façade Grant Application for Simmons-Bond Inn for Property located at 74 West Tugalo Street.
 6. Upcoming Façade Grant Application for Chris VanderWoude for Properties located at 142 North Sage Street, 69 Doyle Street, 69 Rice-Lewis-Gillard Way, 47 Doyle Street, and 41 Doyle Street
 7. Potential Façade Grant Application for Limousin Management, LLC for Property located at 27 West Doyle Street (Harper Building).
 8. Potential Façade Grant Application for Jon West Property located at 102 North Sage Street (Stewart's Building).

I. Unfinished Business

a) N/A

II. New Business

- a) **Façade Grant Application Funding Request. Mr. Bill Youngquist for Property located at 74 West Tugalo Street.** Mr. Hamilton explained that Mr. Youngquist submitted a façade grant application for phase one for the property located at 74 West Tugalo Street for fascia repair and gutter installation. He stated that the gutter installation was approved by the Historic Preservation Commission on April 5, 2022, and that the fascia repair did not require approval. Mr. Hamilton stated that Mr. Youngquist had sent in quotes for \$12,625 in total project costs. He stated that Mr. Youngquist was asking for the maximum reimbursement allowed for this project at \$5,000. He added that Mr. Youngquist could be reimbursed for up to \$5,000 or 50% of project costs, whichever was lesser, depending upon submitted invoices, canceled checks, and receipts. Chairman Hall asked if the gutter would blend with the building. Mr. Youngquist stated the gutters will be white and mentioned his intent to add a gazebo. Mr. Sanders mentioned up to 4 façade grants are eligible for the total project. Mr. Westmoreland said approving 4 façade grants would require ensuring proper allocation of funds. Mr. Hamilton asked Mr. Youngquist to outline each expenditure for each façade until the maximum reimbursement was reached. Upon a motion made by Mr. Westmoreland and seconded by Mr. Sanders, 4 façade grants were allocated at \$5,000 per façade and were unanimously approved.
- b) **Façade Grant Application Funding Request. Mrs. Michele Ivester for Property located at 221 North Broad Street.** Mr. Hamilton explained that Mrs. Ivester submitted a façade grant application for the property located at 211 North Broad Street for caulking and painting the property. He asked them to review the application packet. He stated that, while Mrs. Ivester had estimated a total project cost of \$9,500 in her application, that estimate included pressure washing, which is an unallowable expense. He stated that a revised quote was in the packet, which estimated a total project cost of \$8,900. Mrs. Ivester was asking for half of the total allowable expenses in the amount of \$4,450. Mr. Hamilton said that Mrs. Ivester could be awarded up to \$5,000 for façade work or 50% of project costs, whichever is lesser, depending upon submitted invoices, canceled checks, and receipts. Mrs. Ivester notified the DDA that the property will close in 1 week and wants to be in the building by May 1, 2022. Upon a motion made by Mr. Sanders and seconded by Mrs. Goethe, the façade grant was unanimously approved contingent upon Mrs. Ivester providing proof of the property closing.
- c) **Downtown Passageway Signboard.** Mr. Hamilton stated that, with recent high winds, the “Public Restrooms” sign had fallen downtown. He stated that Main Street contracted with Jaymarz Signs+ Graf-X to design a new, more stable sign reflecting the city branding. He stated that the options include a signboard that said “Main Street Toccoa” or “Parking Lot Entrance” or “Welcome” or something similar. He asked for suggestions before staff began looking for design renderings. Chairman Hall suggested a “Welcome to Historic Downtown” signboard if general support from the rest of the DDA. A design rendering for the “Public Restrooms” will be available at the next DDA meeting. Mr. Carter added it would be nice if the area surrounding the public restrooms had more open space.
- d) **ARC Grant Application Support.** Mr. Hamilton explained that the City is submitting a grant application for ARC funds for the Ritz Addition and asked that the DDA consider motioning to support the City’s application. Mr. Carter stated that he met with the architect, discussing the concept of a box office, new bathrooms, additional storage, landing/stairs, and a larger lobby for the Ritz. Mr. Hamilton mentioned ARC grant would have a 70/30% match with funding up to \$750,000. He also mentioned applying for USDA funding and the availability of SPLOST funds for the project. Upon a motion made by Mr. Westmoreland and seconded by Mrs. Goethe, support for the City’s ARC Grant application was unanimously approved.
- e) **Downtown Comments.** Chairman Hall stated that retailers in the downtown area are concerned about the addition of apartments being built downtown that would push businesses out of the area. Mr. Hamilton informed the DDA that the city passed an ordinance allocating commercial/ retail space on the ground level

of buildings in the downtown area. Chairman Hall affirmed and requested a copy of the ordinance be emailed to her.

III. Other Business

1. **Chamber Report.** Mrs. Paysen provided her report. She stated the community was featured recently in Georgia Trend magazine. Upcoming Chamber of Commerce events include the Professional Women's Academy next week at Shepard's Hill, *The Mulligan Movie* premiere between April 18th – 23rd at the Ritz, and a town hall meeting occurring on April 25th at the Ritz Theatre. Mrs. Paysen mentioned upcoming events in May include a golf tournament held on May 11th, the 75th anniversary of the Chamber of Commerce, and an award show held on May 17th at the Currahee Club.
2. **SCDA Report.** No report was given.

There being no further business, upon a motion made by Mr. Westmoreland and seconded by Mr. Sanders, the regular meeting of the Downtown Development Authority was adjourned at 9:09 a.m.

Christian Hamilton
Main Street Manager

Marilyn Hall
Chairman