



DDA/Main Street Board Meeting

AGENDA

Thursday, March 3, 2022 8:30 AM

Downstairs Commissioner's Conference Room

1. Meeting called to order: Motion to call meeting to order made by Heath Barrett, seconded by Lindsey Holt, all in favor at 8:30 a.m.
2. Financials:
 - a. Operating- \$644.22
 - b. Façade- ??
 - c. Savings- \$25
3. Old Business
 - a. Fundraising ideas
 - i. Cagney came up with the idea of hosting a halloween costume party, adults only, give prizes to best couple and individual, donated food and apps, host a silent auction, hire a DJ, etc. Jessie said the concept is great but that it's too big of an event for just her and Lindsey, especially because it will be the third event of the month. If the DDA board will commit to signing up for different tasks, then we will do it.
 - ii. Lindsey said she will start organizing and drafting a task list for board members to sign up for. Additionally, Lindsey is going to begin planning for a bingo night in the late spring to also raise some funds in the meantime.
 - b. Mural
 - i. Lindsey Holt said she would follow up with Chad Shore and have him come to the next board meeting with a rendering of The Yard mural, as well as ideas for other murals in other places.
 - ii. Cagney mentioned getting in touch with the high school art students, and Lindsey Holt mentioned Alexia Chandler to help.
 - iii. Heath proposed painting the fences in Appletree Alley.
 - iv. Brentt proposed painting the retaining wall on Level Grove Road to direct people to downtown.
 - c. Review 2022 calendar of events
 - i. Lindsey F. went over the events for the year with the board and asked all board members to go ahead and put those dates on their calendars. Reminder: All board members are required to work three events per year.
 - d. Business and Amenities to serve residents
 - i. Jessie updated the group on using the waiting list to match new tenants with owners. She also updated the group on some spaces that will be coming available soon and a new funding program that we may can use to redevelop a property.
 - ii. Jessie told the group that we will be losing our Rural Zone designation at the end of the year, and it is our best incentive that we offer, so we need ideas to

add recruitment incentives for new businesses coming in. She asked the board to please be thinking on this and email her your ideas.

- e. Beautification Initiatives and Design
 - i. Heath asked if we can get some planter boxes in Appletree Alley. If so, he said Cornelia Florist will maintain them and keep them colorful. Lindsey will talk to Public Works about building some.
- 4. New Business
 - a. Sign Grant Application- The Gathering Box
 - i. Motion was made by Heath Barrett to approve the sign grant for \$500. Motion was seconded by Sarah Higgins, all in favor
- 5. Next Board Meeting: **Thursday, April 7** at the Downstairs Commissioner's Conference Room
- 6. Adjourn- Motion was made to adjourn by Sarah Higgins, seconded by Heath Barrett, all in favor

CHECK PRESENTATIONS at Farm and Lavish at 9:30 and Revive Salon at 9:45

Present: Brentt Cody, Sarah Higgins, Heath Barrett, Cagney Meads, Jason Tanner, Lindsey Holt, Lindsey Fitzgerald, Jessie Owensby

Absent: Emily Herrin, John Borrow

Guest: None