

DOWNTOWN DEVELOPMENT AUTHORITY MEETING
200 Burnt Mountain Road
Jasper, Georgia 30143
MINUTES
Monday, February 23, 2026 @ 5:30 PM

Members Present:

Parish Lowrie - Chair
Pam Watkins – Vice Chair

Brandon Hannah – Councilman
Brian Rittenberry
Jack Dunn
Morgan Watson

Press:

Mari Livsey -Know Pickens
Dan Pool

Members Absent:

Marty Callahan

Guests in Attendance:

Dr. Keller
Gary Lamb
Councilman Tony Davis

Agenda item: Call meeting to order
Approval of Agenda and Minutes

Presenter: Chairman Lowrie

Chairman Lowrie seeing a quorum called the meeting to order at 5:30pm. Pam Watkins verified the quorum.

Brandon Hannah led the pledge.

Chairman Lowrie read the mission and vision statement.

Pam Watkins made a motion to approve the agenda as amended to move the Public Comments section to item #2. Jack Dunn provided a second. Motion to approve carried unanimous.

Chairman Lowrie calls for a motion to adopt the minutes from the Thursday January 29th Board Meeting Pam Watkins made a motion to adopt the minutes; Jack Dunn provided the second. Motion carried unanimously.

New Business:

#1 Dr. Keller Boundary Parking Presentation

Presenter: Dr.
Keller

Presentation of electric vehicle and electric motorcycle parking stations for downtown

#2 Public Comment

Councilman Tony Davis and Mr. Gary Lamb present wanting the board to put on a concert on Main Street Friday night March 20th.

Pam motion to approve as presented. Brandon Hannah provided a second.
Event approved for 3/20/26 unanimously.

#3 Committee Updates

Organization: The meeting was called to order at 5:05pm by Parish Lowrie

II. The committee reviewed the items assigned to them on the Jasper DDA Goal & Task Worksheet

III. It was unanimously decided that the Task: Business Involvement in Downtown Beautification better

aligns with the Design Committee's work, so we will reassign that task to them.

IV. Task: Involve the Community in Shaping Main Street's Identity: we will utilize the Community

Meetings required by the MSA program to obtain feedback from our community partners related to

identifying Main Street's identity.

V. Task: Pursue Participation in the GA Economic Placemaking Collaborative: the committee decided to

table this item for now. Additional research will be done on placemaking for further discussion.

VI. Task: Conduct a Business Needs & Priorities Survey: Brian developed a survey early last year that was

never implemented. He will locate that survey and we will use it as a template to complete and

distribute this survey.

VII. Task: Increase Community Awareness of Mixed-Use Development Benefits: this task needs to be

tabled until the water suspension is lifted.

VIII. Task: Coordination with Public Works on Downtown Improvements: Parish will schedule a meeting

with Josh to discuss.

IX. Task: Identify Alternative Event Venues: This task is complete as we have designated Mark Whitfield

and Perrow Park as future alternative event venues.

X. Task: Create a Downtown Event Calendar: this has also been accomplished by the Promotions

Presenter:

Chairman
Lowrie, Pam
Watkins,
Brandon
Hannah, Jack
Dunn, Marty
Callahan, Brian
Rittenberry,
Morgan Watson

Presenter:

Community
Engagement
Manager

committee.

XI. Next Meeting: TBD

Design committee: Pam went to the PACA board meeting and discussed partnership on murals and the public bathroom signage

Music in the Alley is booked for the year under budget.

Working with Chamber on road signs

Chamber is doing bollard covers.

Economic Vitality

II. The committee reviewed the items assigned to them on the Jasper DDA Goal & Task Worksheet

III. Task: Develop & Maintain a Downtown Directory: it was discussed that our community

Engagement Manager, Carly Glaze, may have already made strides to put this directory together.

Plan of action is to check with Carly on a status and develop further if needed.

IV. Task: Build a Downtown Property & Development Inventory: Brandon is going to follow up on this

task and will report at our next meeting.

V. Task: Pursue Funding & Investment in Mixed-Use Projects: it was unanimously agreed that this task

cannot be initiated until the city's infrastructure needs are more clearly defined.

VI. Next Meeting: TBD

Promotions:

Enhancing events downtown – adding smaller low or no cost events

Vendors in the alley

Shamrock Shenanigans overview

Strengthen event partnerships – need partnerships to make events work. Pam assigned people sponsors to contact from a spreadsheet of new and existing sponsors.

Focus on partnership mindset.

#4 CEM Report

Discussed Derby and acquiring hay.

Wayfinding signage discussion update

Sponsor and Vendor forms discussion

Discussion of questions for Finance

Band Food discussion

Morgan is on Design committee – PACA liaison – heading up back and side street committee for the district

Agenda

item:

Adjourn

Presenter:Chairman

Lowrie

Motion was made by Brandon Hannah to adjourn. Jack Dunn provided the second. Motion carried unanimously. Meeting adjourned at 7:11 p.m.

Parish Lowrie, Chairman

Pam Watkins, Vice Chair

Secretary/Treasurer, Marty Callahan