

DOWNTOWN DEVELOPMENT AUTHORITY MEETING
200 Burnt Mountain Road
Jasper, Georgia 30143
MINUTES
Monday, February 24, 2025 @ 5:30 PM

Members Present:

Amy Leake-Chair
Marty Callahan
Jack Dunn
Dr. Folsom Proctor, III
Pam Watkins
Brian Rittenberry

Members Absent

Parish Lowrie

Guests in Attendance:

Brandon Douglas
Lorrie Waters

Press

Mari Livsey-Know Pickens
Dan Pool -Pickens Progress

Agenda item: Call meeting to order and Approval of Agenda **Presenter:** Mrs. Leake

Discussion:

Mrs. Leake, seeing a quorum, called the meeting to order at 5:30pm. Ms. Pam Watkins led the Pledge of Allegiance.

Conclusion:

Mrs. Leake called for a motion to adopt the agenda. Mr. Marty Callahan made a motion to approve the agenda. Mr. Jack Dunn provided a second. Motion to approve carried 5 to 0.

Agenda item: Approval of Minutes for:

Presenter: Mrs. Leake

- 10.24.2024 Meeting Minutes
- 01.27.2025 Meeting Minutes

Discussion: Mrs. Leake discussed the adoption of the 10.24.2024 minutes. She stated that there was a minor correction that has been made, and the amended copy is ready for adoption.

Conclusion:

Mrs. Leake called for a motion to adopt the 10.24.2024 Meeting Minutes. Mr. Jack Dunn made a motion to approve the agenda. Mr. Marty Callahan provided a second. Motion to approve carried 5 to 0.

Discussion: Mrs. Leake discussed the adoption of the 01.27.2025 minutes.

Conclusion:

Mrs. Leake called for a motion to adopt the 01.27.2025 Meeting Minutes. Mr. Marty Callahan made a motion to approve the agenda. Mr. Brian Rittenberry provided a second. Motion to approve carried 5 to 0.

Agenda item: Discussion of Item #1 - Financial Report

Presenter: Mr. Marty Callahan

Discussion: Mr. Brandon Douglas provided some information and history on what comes in as revenues and contributions and what the expenses are associated with Downtown Lives. Each Downtown Live Event costs approximately \$13,700 per event. Mr. Jack Dunn and Mr. Brian Rittenberry had some questions concerning the contributions that were received for the year 2024.

Mrs. Leake and Dr. Folsom Proctor discussed the potential of developing a contribution packet that can be provided going forward. Ms. Pam Watkins discussed the website and how it will help moving forward with contributions.

Agenda item: Discussion of Item #2 - Downtown Live Dates

Presenter: Mr. Marty Callahan

Discussion: Mr. Marty Callahan announced the dates for the 2025 Downtown Live Events: May 10th, June 14th, July 12th and August 9th. Mr. Callahan stated that they had some contracts for the bands and stage already signed. Dr. Folsom Proctor wanted to discuss the current process of receiving and processing contracts. The board discussed what would be the best practice moving forward might be with obtaining approval of contracts. It was discussed that it might be best to bring the contracts before the council for them to approve and appoint either the DDA Chairperson and/or Vice Chairperson to sign the contract.

Agenda item: Discussion of Item #3 - March 1st Release Date for Vendor Applications

Presenter: Mr. Marty Callahan

Discussion: Mrs. Leake explained that vendor applications will be live online beginning March 1, 2025.

Dr. Proctor discussed the potential opportunities for vendors outside of the city and asked if we continued to allow only local vendors to participate. Mrs. Leake stated that yes, currently we are continuing to allow only local vendors to participate at this time and that we are mindful to try and ensure that we do have multiples of the same type of vendors on the same night. Dr. Proctor understood the fact that some people were upset about this potential, but wanted to ensure that if the board decided that it is needed to solicit outside vendors this will be communicated well and with reasons for such. Mrs. Leake also stated that it would be very important to get a process in place so when either herself or Mr. Callahan is not around others would have something to use to understand the process.

Agenda item: Discussion of Item #4 - Recap of Meeting with Public Safety and Public Works staff

Presenter: Mrs. Leake

Discussion: Mrs. Leake provided a recap of a meeting with Public Safety and Public Works staff. Staff has concerns about the safety of children during events due the crossing of Hwy 53 @ the red light especially when that road can not be closed. Another concern is the large amount of trash that is left that requires cleanup and the need to have a "hard stop" of 10:00pm for events so that staff has the time to get everything cleaned up and back order so that the roads can be reopened by 11:00pm. Dr. Proctor discussed the reasons for or against closing South Main for events. Mr. Douglas provided some information on the number of events and the resources and manpower need for them. All events will continue to go as status quo meaning the four downtown live events will continue with both north and south main street areas being closed, however, Hwy 53 will not be closed. Children's area with inflatables will continue to be placed on South Main. Discussion was had about staffing events and whether to use

Off Duty Management for Police Officers and potentially using Public Works employees in a similar manner as a 1099 Employee, but at this time the current DDA budget cannot support this. Ms. Watkins asked does it have to be an officer on the corners to help control foot traffic across Hwy 53. Mr. Douglas explained that may be not but that just a general person with a vest may not be able to gain respect for their commands/directions like uniformed police officer can.

Agenda item: Discussion of Item #5 - Announcement of the DDA Workshop **Presenter:** Mrs. Leake to be held on March 27th & March 28th for the purpose of setting goals and initiatives.

Discussion: Mrs. Leake explained that she has been in discussions with Ebony Simpson with the Department of Community Affairs to be able to set up a workshop. March 27th & March 28th would be the designated dates for this workshop. We will work to develop 1-year & 5-year goals and to decide who would like to be on various committees. Mrs. Leake wanted to ask about the March 24th meeting or not and let the workshop take its place. This is to be determined.

Agenda item: Discussion of Item #6 - General Updates

Presenter: City Manager's Office

- DDA Training
- Perrow Park
- Community Engagement Position

Discussion: Mr. Douglas discussed the DDA Training opportunities. He stated that there is an opportunity for an all-day DDA training with Jennifer Johnson, with Carl Vinson Institute for approximately \$4,000 for up to 15 people. The potential dates for this training could be in May or June.

Conclusion:

Mrs. Leake called for a motion to approve the City to utilize DDA Funds to move forward with DDA training opportunity up to \$4,000. Ms. Pam Watkins made a motion to approve. Dr. Folsom Proctor provided a second. Motion to adjourn carried 5 to 0.

Mr. Douglas asked for proposed dates for this training. Mrs. Leake offered the dates of June 9th or June 10th.

Perrow Park - Mrs. Leake asked for an update on Perrow Park. Mr. Douglas stated that the project is moving forward and that monies, both city and grant, are encumbered for this project. With a possible ground breaking sometime in August, however, keep in mind that the city is working with GDOT due to impending roadway changes.

Community Engagement Position Update – Mr. Douglas stated that we have 19 resumes so far, but only three have submitted an application as well. This position is relatively new position, and it will be very important to ensure that there is a fit with the city as well. We hope to being interviews soon.

Next DDA meeting is scheduled for Monday, March 24, 2025, at 5:30pm.

Conclusions:

Mrs. Leake called for a motion to adjourn at 6:45pm. Mr. Marty Callahan made a motion to approve. Mr. Jack Dunn provided a second. Motion to adjourn carried 5 to 0.



Amy Leake, Chairwoman



Marty Callahan, Secretary/Treasurer

