

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

Members Present:

Parish Lowrie - Chair
Pam Watkins – Vice Chair
Marty Callahan
Brandon Hannah – Councilman
Brian Rittenberry
Jack Dunn
Morgan Watson
Press:
Mari Livsey -Know Pickens
Dan Pool

Members Absent:

Guests in Attendance:

City Staff:

Brandon Douglas

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.

Jack Dunn led the pledge.

Chairman Lowrie read the mission and vision statement.

Jack Dunn made a motion to approve the agenda as presented. Pam Watkins provided a second. Motion carried unanimously.

Chairman Lowrie calls for a motion to table the adoption of the minutes from the Monday February 23, 2026, Board Meeting. Brandon Hannah made a motion to postpone the adoption of the minutes; Pam Watkins provided the second. Motion carried unanimously.

New Business:

#1 Public Comment

Presentation of electric vehicle and electric motorcycle parking stations for downtown

Presenter:
Chairman
Lowrie

#2 Committee Reports

Organization: None

Presenter:
Chairman
Lowrie

Design: Tabled façade program for immediate action, keeping it in the 1–3-year work plan

Partnering with PACA for an Art festival on the first weekend of October 2027.

Apply for art grants from PACA at the end of 2026

Bollards on Mark Whitfield discussion: Brandon Douglas stated it will go to committee for finalization 3/24/26.

Eric Reinhardt will be making our Sponsor banners this year.

Further banner discussion on advertising for Downtown Events in various locations.

Signage discussion: will they list the businesses, the historical sites, retail only, restaurant only? Get input from district businesses.

Economic Development will take over the map made from compiling businesses in the district for reference

Promotions:

Hay & Corn for the Derby and Fall décor – Brandon Hannah will work on an update of how they will be acquired for 2026

Discussion of needing to know vendor layout for Perrow

Proceeds from Shamrock Shenanigans to go to Impact Club with partnership with Atlantic Coast Conservancy and Pendley Creek Brewing

Adopted “Stay a Spell” slogan for marketing and placemaking: Brandon Hannah motioned. Pam Watkins provided second. Motion carries unanimously.

Perrow Park Stage naming rights discussion: Brandon Douglas explained RFP process requirements

#3 Funding/Budget Update

Wait and see approach

Keep to the three- year plan

#4 Community Engagement Manager Report

Board attending May 9th Clean-up Day

Differentiation in vendor product for events

Training updates

Inserts for Sandwich Boards point person

Chairman Lowrie reminded the board to please adhere to the Finance Department's payment policy

Presenter:
Chairman
Lowrie

Board discussion on details of vendor tent selection process.

Checking menus against district menus for food vendors.

Will the board assist Carly or empower Carly to make decisions with the parameters of the tiered policy adopted in 2025?

Brandon Douglas: Staff will always be protective of the brick and mortar and those investing in Main Street. Staff would not allow outside vendors at all so this is really at the pleasure of the Chairman and the board to navigate this time of in between where they are growing and gaining trust on what to do in this area. Events are meant to cater to brick-and-mortar businesses in the district.

Brandon Hannah reminded the board of the tiered system they adopted which was also adopted by council.

Chairman Lowrie: the element that is tricky is the timing element so possibly add language to the policy about a deadline of days prior to each event a tier must contact Carly before she can move to the next one to eliminate some issues.

Marty- working on Kid Zone for Downtown Live

Further discussion of May 9th clean-up-day

Brian: Jasper is now an accredited Main Street City

Morgan: confirmed with Hemlocks on red, white, and blue planting for America's 250th

Adjourn:

Motion was made by Jack Dunn to adjourn. Brian Rittenberry provided the second. Motion carried unanimously. Meeting adjourned at 6:32 p.m.

Parish Lowrie, Chairman

Pam Watkins, Vice Chair

Secretary/Treasurer, Marty Callahan
