

**DOWNTOWN DEVELOPMENT AUTHORITY MEETING**  
**200 Burnt Mountain Road**  
**Jasper, Georgia 30143**  
**MINUTES**  
**Monday, May 19, 2025 @ 5:30 PM**

Members Present:

Parish Lowrie -Vice Chair  
Marty Callahan  
Sonny Proctor, MD – Present via Zoom  
Jack Dunn  
Brian Rittenberry  
Pam Watkins

Members Absent

Guests in Attendance:

Kim Goldener  
Brandon Douglas

Press

Amy -Know Pickens  
Dan Pool -Pickens Progress

**Call meeting to order and Approval of Agenda      Presenter: Vice Chair Lowrie**

Vice Chair Lowrie, seeing a quorum, called the meeting to order at 5:30pm. Marty Callahan at Vice Chair Lowrie’s request verified that a quorum was indeed present. Mr. Jack Dunn led the Pledge of Allegiance.

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**Adopt Agenda**

**Presenter: Vice Chair Lowrie**

**Discussion:**

Vice Chair Lowrie asked if anyone had any discussion on May 19, meeting agenda. Any additional discussion concerning the 05.24.2025 meeting? Hearing none, called for a motion.

**Conclusion:**

Vice Chair Lowrie called for a motion to adopt the agenda. Mr. Jack Dunn made a motion to approve the amended agenda. Mr. Marty Callahan provided a second. Motion to approve carried unanimously.

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**Adopt Minutes from 03.24.2025 & 04.28.2025 Meeting**

**Presenter: Vice Chair Lowrie**

**Discussion:** Vice Chair Lowrie asked if anyone had any discussion on March 24, 2025, or April 28, 2025, meeting minutes. Any additional discussion concerning the 03.24.2025 or 04.28.25 minutes? Hearing none, called for a motion.

**Conclusion:** Vice Chair Lowrie called for a motion to approve the 03.24.2025 meeting minutes. Mr. Marty Callahan made a motion to approve the 03.24.2025 meeting minutes. Mr. Jack Dunn provided a second. Motion to approve carried unanimously.

Vice Chair Lowrie called for a motion to approve the 04.28.25 meeting minutes. Mr. Marty Callahan made a motion to approve the 04.28.25 meeting minutes. Mr. Jack Dunn provided a second. Motion carried unanimously.

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**Financial Report**

**Presenter:** Mr. Marty Callahan

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**Discussion:** Mr. Callahan discussed that the financial statement showed that as of 05.16.25 the non-event portion of the budget was \$18,219.29. Vice Chair Lowrie inquired if there were any outstanding expenses from 05.10.25 Downtown Live. Band, Portapotties, sponsors, and vendors were touched on by Mr. Callahan.

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**Agenda item:** Item #1 Officer Elections

**Presenter:** Vice Chair Lowrie

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**Discussion:** Vice Chair Lowrie stated that new Officers will need to be elected as former Chairwoman Leake stepped down after the April meeting. Vice Chair Lowrie publicly thanked former Chairwoman Leake for her service and hard work. Vice Chair, Lowrie, stated a motion is needed to elect or appoint a new chair. Mr. Jack Dunn stated he nominates Parish Lowrie for the position of Chair. Vice Chair Lowrie asked if Mr. Dunn can amend the statement to replace nominate with elect or appoint. In doing so Mr. Dunn made a motion to appoint Parish Lowrie as Chair, Mr. Marty Callahan seconded. Motion carried 5-0. Chairman Lowrie accepts.

Chairman Lowrie stated the position of Vice Chair would now need to be filled. Mr. Marty Callahan motioned to elect Pam Watkins to the position of Vice Chair. Mr. Jack Dunn seconded the motion.

Motion carried 5-0. Vice Chair Watkins Accepted.

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**Agenda item:** Item #2 Downtown Lighting

**Presenter:** City Manager

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**Discussion:** Chairman Lowrie asked Mr. Brandon Douglas, City Manager if there was any update on Downtown Lighting. Mr. Douglas states that staff have not yet heard back from legal so there was no update at that time.

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**Agenda item:** Item #3 June 9<sup>th</sup> DDA Training

**Presenter:** Chairman Lowrie

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**Discussion:** Chairman Lowrie reminded board about the Training class on June the 9<sup>th</sup>. Chairman Lowrie asked Mr. Brandon Douglas, City Manager if there was anything the Board needs to be aware of about this Training from an agenda standpoint. Mr. Douglas stated there is nothing.

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**Agenda item:** Item #4 BRAG

**Presenter:** Vice Chair Watkins

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Vice Chair Watkins stated that she has spoken with the Chamber about BRAG and there was a need for the DDA to provide entertainment downtown. Vice Chair Watkins stated that she has booked the Orange Walls from 1-4 and would like to have an additional band from 4-7. Vice Chair Watkins made a motion to allocate \$500.00 for entertainment for Bicycle Ride Across Georgia.

Dr. Proctor suggested allowing for up to \$1,000.00. Mr. Brandon Douglas, City Manager, stated that the funds are there for this endeavor. Vice Chair amended her motion to the amount of \$1,000.00 instead of \$500.00. Mr. Marty Callahan motioned. Mr. Jack Dunn provided a second. Motion carried unanimously.

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**City Staff updates**

**Presenter:** Community  
Engagement  
Manager

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Chairman Lowrie introduced Community Engagement Manager, Carly Glaze.

CEM went over Mainstreet Assessment. CEM went over changes to Downtown Live entry protocol with regard to food trucks and changes to the check-in process.

Discussion that staff will be moving up the first tent to the stage side of LC Taco on the other side of Stegall

CEM announced that a sign-up sheet will go out by Wednesday evening and will be due by June 2<sup>nd</sup> at the latest for specific assigned duties and time slots for the June event for each DDA member. A DDA member will remain at the event from 12:00 p.m. until the end of breakdown. If all slots are not taken care of by June 2<sup>nd</sup> they will be assigned and there will be no last-minute changes except in case of emergency. These duties can rotate with each event, so the same person is not doing the same task or the one staying late each time.

CEM announced she will be handling set up and break down and signs with Public Works.

CEM provided FYI to the Board that the Center Lane is left open intentionally by City Hall Staff for Public Safety. All Public Works cones are to remain where staff places them. Cones will not block the center lane and neither will vendor equipment. If this occurs a DDA member will need to rectify the issue. Public Safety must be able to fully drive through the center lane.

CEM stated people who show up and have not paid will need to pay the DDA member doing Check-in before proceeding up the hill if they arrive and have not yet submitted payment

CEM reminded the DDA will need to communicate to vendors whether Wi-Fi will be available or if they will need to be prepared to use hot spot etc.

CEM provided update that she must have things by certain deadlines for meetings with Elizabeth Elliott so that is why specific deadlines are given.

-CEM stated that Board should always feel free to come to her with any questions or send them by way of Chairman Lowrie as they will meet frequently.

Finance Update from City Hall:

All check requests must be to Lindsey by the Friday before the weekend of the event – Example:

-For the June 14<sup>th</sup> DTL, all requests need to be to her by 4:00 p.m. on June 6<sup>th</sup>

-All Vendor payments need to be to Lindsey following the same schedule detailed above

-Use DDA emails for contact with City Hall Staff not your personal emails

-If you want the previous month's financials from Lindsey for the DDA meeting you need to ask her with 14 calendar days' notice and not, the Friday before the meeting

Update: Out of respect for City Staff the way we do things this DTL in June will be the exact same way that the July and August events are executed, there will be no changes.

CEM 5-month plan information update:

We will be moving away from ALL things google, ideally by the end of next month June 2025.

We need to not be accepting any card payments because of the fees.

We need to increase social media presence on the DDA social media not just the DTL social media – this needs to be posting and highlighting everything going on in the CBD district and not just DTL & Art Walk.

We will be forming **committees** for the four points.

We will be creating and handling a “Main Street” Social Media Brand for us, more information on that will come soon in detail.

Next DDA meeting is scheduled for Monday, June 23, 2025, at 5:30pm.

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**Agenda item**    Adjourn

**Presenter:**Chairman Lowrie

**Conclusions:**

Chairman Lowrie called for adjournment at 6:10 pm.

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Parish Lowrie, Chairman

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Pam Watkins, Vice Chair

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Marty Callahan, Secretary/Treasurer