

DOWNTOWN DEVELOPMENT AUTHORITY MEETING
200 Burnt Mountain Road
Jasper, Georgia 30143
MINUTES
Monday, August 25th @ 5:30 PM

Members Present:

Parish Lowrie-Chair
Pam Watkins – Vice Chair

Brian Rittenberry
Jack Dunn
Vonda Blandin
Dr. Folsom Proctor, III

Members Absent

Marty Callahan

Guests in Attendance:

Josh Davis
David Yates
Amy Leake
Chris Leake
Dave Terry

Press

Mari Livsey-Know Pickens
Angela Reinhardt -Pickens Progress

Agenda item: Call meeting to order and Approval of Agenda **Presenter:** Mr. Lowrie

Discussion:

Mr. Lowrie, seeing a quorum called the meeting to order at 5:30 p.m., Jack Dunn led the Pledge of Allegiance.

Agenda amendments: Add to Old Business – Downtown Lighting
Add Executive session to end of meeting for purpose of Personnel discussion.

Conclusions:

Mr. Lowrie called for a motion to adopt the agenda as amended. Jack Dunn made a motion to approve the agenda. Dr. Proctor provided a second. Motion to approve carried 4-0.

Mr. Lowrie called for a motion to adopt the July minutes. Pam Watkins made the motion to adopt the July minutes. Jack Dunn provided the second. Motion to approve carried 4-0.

Old Business:

Agenda item: #1: Discussion of 2026 Budget

Pam Watkins discussed event budget; David Yates spoke about his services offered through his company Expedition Events.

Brian Rittenberry presented about landscaping costs. Josh Davis, Director of Public works offered insight.

Jack Dunn spoke on Downtown Lighting. There was discussion of a \$2,500.00 cost. Josh Davis confirmed which light poles are on timers, stated some timers could not be located; stated cannot find the one behind Honeysuckle specifically. Have not been able to get on top of the buildings. Discussion was had that mechanical timers are much better than photocells. Discussion of weatherproofing and locking timers so they cannot be tampered with.

CEM: Discussion of consolidation of all websites and social media accounts. Discussion of cost from topics discussed for 2026 in the July Planning meeting. Discussion of Sponsorships.

#2: Downtown Lighting: Mr. Lowrie called for motion to approve Decorative Lighting Easement Agreement. Pam Watkins made the motion, Jack Dunn provides the second. Approved 5-0.

Presenter: Mr. Lowrie,
Pam Watkins,
Jack Dunn,
Brian
Rittenberry,
CEM

New Business:

#1: Economic Development:

**Presenter: Dave Terry
& Amy Leake**

Discussion about working together on improvements to Hensley Plaza and Downtown. Amy Leake and Jene Bryant (new owner of Depot) added comments.

#2: PACA Discussion:

**Presenter: CEM & Angela
Reinhardt**

Discussion about working with PACA on joint events and all the new things they have coming up and going on.

#3 Fall Photo Ops on Main & Trick or Treating on Main Discussion:

**Presenter: Brian Rittenberry &
CEM**

Discussion of locations for our Fall 2025 selfie Stops Downtown with cost of hay bales.

#4 Scarecrow Discussion:

Presenter: Mr. Lowrie

Discussion of scarecrow event on Main. Deputy City Manager Kim Goldener spoke on specifics of the event. DDA will handle getting the prizes and presenting them to the winners at the November Council Meeting.

#5 CEM Report

Presenter: CEM

Downtown Live:

-The last Downtown Live went extremely well, and planning has begun for next year.

- The Placer Data: Naceo at Georgia Power was contacted, and they have switched systems to a company called Datify, information should be available soon.

GDA conference: Big thank you to Megan for the basket assist.

Ebony Simpson with Department of Community Affairs meeting recap:

Expectations were exceeded far beyond what could have been imagined. Thank you to the board.

- Mission statement
- Vision statement
- Guiding Principles

Action items and tasks that will guide the next 1-3 years for the Main Street Program with the City of Jasper were discussed and will be implemented. 50-page report will be received by the end of September and distributed in October.

- Please remember our September 16th meeting at 5:30 at Chatt Tech, be there BY 5:00 PM at the latest.
- Infographic Discussion
- DDA attendance at ribbon cuttings and ground breakings especially within boundary.
- DDA at Council meetings
- Marble festival involvement – CEM will be there Saturday and Sunday

Show-n-Shine – Sheet in your packet, take to businesses – Chris Leake/PCSO added comments

Homecoming Parade, September 17 Wednesday roads close at 4 and parade is at 6 with abbreviated parade route going through bollards to Lee Newton for Festival. High school will notify businesses.

Scarecrow prizes: 1st 4 GC in basket

2nd 1 GC

3rd 1 GC

People’s Choice 1 GC

Next DDA meeting is scheduled for Monday, September 22, at 5:30pm.

Agenda Item: Executive Session

Presenter: Chairman Lowrie

Conclusion:

Chairman Lowrie called for a motion for Executive Session. Jack Dunn made the motion. Pam Watkins provided a second. Motion carried 5-0. The Board entered Executive Session and the public and press were excited.

Agenda Item: Adjourn

Presenter: Chairman Lowrie

Conclusion:

Chairman Lowrie called for a motion for adjournment at 8:10 pm. Jack Dunn motioned. Pam Watkins provided second. Motion carried 5-0.

Parish Lowrie, Chairman

Pam Watkins, Vice Chair

Marty Callahan, Secretary/Treasurer