

**DOWNTOWN DEVELOPMENT AUTHORITY MEETING**  
**200 Burnt Mountain Road**  
**Jasper, Georgia 30143**  
**MINUTES**  
**Monday, October 27, 2025 @ 5:30 PM**

**Members Present:**

Parish Lowrie - Chair  
Pam Watkins – Vice Chair  
Marty Callahan  
Brandon Hannah – Councilman  
Brian Rittenberry  
Jack Dunn

**Press:**

Mari Livsey-Know Pickens  
Angela Reinhardt -Pickens Progress

**Members Absent:**

**Guests in Attendance:**

Amy Meyer  
David Yates

**Agenda item:** Call meeting to order – read mission and vision statement and Approval of Agenda and Minutes      **Presenter:** Chairman Lowrie

Chairman Lowrie seeing a quorum called the meeting to order at 5:30pm. Marty Callahan verified there is a quorum. Mission and Vision Statement were read. Councilman Brandon Hannah was introduced as the newest DDA Board member to fill Dr. Proctor’s seat. Brian Rittenberry led the Pledge of Allegiance.

Chairman Lowrie called for a motion to amend the agenda. Marty made a motion to approve the agenda. Jack provided a second. Motion to approve carried unanimous.

Chairman Lowrie calls for a motion to adopt the minutes from the Monday September 22nd Board meeting. Pam made a motion to adopt the minutes; Brian provided the second. Motion carried unanimously.

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**New Business:**

**#1 Strategic Work Session Report**

Strategic Planning Work Session report was discussed. Report was received from Ebony with all data. Will appear on future meeting agendas for action. It will be emailed out to the Board in full tonight.

Presenter:  
Chairman  
Lowrie

**#2 Finalizing Dates for 2026 events**

A calendar of proposed dates will need to be put together for review by City Management. On November 20<sup>th</sup> the City’s budget will be adopted by Council. After that Parish and Pam will meet with City Manager Brandon Douglas. At December 15<sup>th</sup> DDA Board Meeting the DDA will vote on the event calendar so that it may go before Council in January. Reminder to discuss Christmas for 2026 with Community Partners.

Presenter:  
Chairman  
Lowrie

DTL: Discussed the need to finalize these dates as soon as possible.

Try not to collide with Community Partner events; keep in mind Perrow Opening.

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**#3 New DDA, DTL, and Downtown Jasper GA logos**

Motion to present the new logos to Community at the November 18<sup>th</sup> meeting for input made by Brandon Hannah. Brian provided a second. Motion carried unanimously.

Presenter:  
Chairman  
Lowrie

**#4 DTL 2026 Bands and Talent**

Board will reach out to Terraces Talent, Woodstock, and Dallas to see how they get their bands for events and what potential cost may look like.

Presenter:  
Chairman  
Lowrie

**#5 CEM Report:**

- DCA Main Street Assessment due January 15 – hard deadline the state gets from national so we will need to have that done early
- Discussed first two points of assessment as requested by Ellen Hill/DCA
- History/Preservation Ethic – Object 5 on chart – KSU we will put on hold for budget reasons at this time – we can accomplish this objective without them at this stage – thank you Jack for all you do with this project
- Halloween on SteGHOUL parade route - Thank you to David, thank you to Undercover Roofing, LC Taco, Bubble Haus, Pendley Creek, BJ Reece Orchards, Cartecay Bikes, Rag n Bone
- Remember for the Halloween event we do not want to incur staff or overtime expenses for the City so the CEM will be the only one staying after trick or treating the Public Works Staff will reopen Main Street and go home
- For Soup Bean, since I will not be here, I will update you ASAP.
- For Christmas there are no road closures so we are all good there.
- Thank you Brian for your help with Fall decorating and attending the Younglife Banquet last night - Pumpkin arrangement class was awesome, there will be one for Thanksgiving and Christmas as well and please Valentines day – I will be going to the Christmas one I know Kim had so much fun and she and her mom will be going to the Thanksgiving one.
- Asked the Board “Does anyone have anything to add?”

Presenter:  
Community  
Engagement  
Manager

Soup Bean Discussion: Pam made a motion to spend up to \$1,000.00 on Soup Bean Festival needs. Brandon Hannah Provided a second. Motion approved unanimously.

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Next DDA meeting is scheduled for Monday, November 17<sup>th</sup>, at 5:30pm.

Chairman Lowrie called for a motion to enter Executive Session. Jack Dunn made a motion to enter Executive Session for reasons of Personnel and Real Estate. Pam provided a second. Motion carried unanimously.

Motion was made by Brandon Hannah to close Executive Session. Pam provided the second. Motion Carried Unanimously.

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**Agenda**

**item:**

Adjourn

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**Presenter:**Chairman

Lowrie

Motion was made by Pam to adjourn. Brian provided the second. Motion carried unanimously.

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Parish Lowrie, Chairman

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Pam Watkins, Vice Chair

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Secretary/Treasurer, Marty Callahan