

**DOWNTOWN DEVELOPMENT AUTHORITY MEETING**  
**200 Burnt Mountain Road**  
**Jasper, Georgia 30143**  
**MINUTES**  
**Monday, December 15, 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

**Members Absent:**

**Guests in Attendance:**

Amberle Godfrey  
Cindy DeMaio  
Amy Meyer

**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.

Chairman Lowrie called for a motion to amend the agenda. Pam Watkins made a motion to approve the agenda. Brandon Hannah provided a second. Motion to approve carried unanimous.

Chairman Lowrie calls for a motion to adopt the minutes from the Monday November 17th Board meeting. Brandon Hannah made a motion to adopt the minutes; Pam Watkins provided the second. Motion carried unanimously.

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**Old Business:**

**#1 Adoption of Strategic Planning Report**

Jack made a motion to adopt the Strategic Planning Report. Marty Callahan provided the second. Motion passed unanimously.

**Presenter:**

Chairman  
Lowrie

**#2 Downtown Live Update**

New Downtown Live & Event Location utilizing Mark Whitfield and Removable Ballards discussed as a summary of the meeting with Brandon Douglas and Josh Davis has by Chairman Lowrie & Vice Chair Pam Watkins on December 3<sup>rd</sup>.

**Presenter:**

Chairman  
Lowrie & Marty  
Callahan

Need more volunteers; Jack Dunn notes that Judge Weaver has offered to assist in this need.

New event layout would alleviate ODM costs. JFD will still be at events.

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Three event areas in Downtown: Perrow/S. Main/Spring

Whitfield/Stegall Alley

Hensley Plaza

**#3 Lighting Easement Update**

Discusses DDA to consider shouldering cost, if any, of weather protection of the wire

**Presenter:**  
Jack Dunn

**#4 Committee Updates**

This will be a standing item on all agendas moving forward where committees will update the board on the action items assigned to them.

**Presenter:**  
Chairman  
Lowrie

**#5 Website packets & advertising discussion**

Moved to New Business Item #2

**Presenter:**  
Chairman  
Lowrie

**New Business:**

**#1 Chamber Update**

State of the Chamber 2025

Tourism recap 2025

Downtown Jasper Logo

**Presenter:**  
Amberle  
Godfrey

**#2 2026 Budget Discussion**

Approximate \$29K carryover

Last year we received over \$50K in Sponsorship & Donation money

For 2026 DDA will receive \$21K from the city; a \$1K cut from 2025

Budget for CEM to attend 2 CDP classes from DDA budget in 2026

CEM and one Board member to attend GDA annual conference 2026

Fuel

Possible \$4K CEM can spend for year 2026 without having to seek prior authorization through vote from the Board

Event Planner not on a fixed rate

Set hard event number for both large and small events: DTL/History event & Smaller events

Hemlocks budget

**Presenter:**  
Chairman  
Lowrie

Each committee will pick the head of that committee to drive the activity they are tasked with and present reports to the board

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Advertising: website & Pickens Progress

CEM presented discussion with Dan Pool on Pickens Progress ads

Marty and Brian will meet with Mari Livsey by January 12<sup>th</sup> on the website

### #3 Logo Discussion

Design Committee will be tasked with Logo related decisions and report back to the board for the January 26<sup>th</sup> meeting.

**Presenter:**  
Chairman  
Lowrie

### #4 CEM Report

Need five storage boxes for the twenty Christmas Trees.

Brian Rittenberry made a motion to spend up to \$120.00 on these boxes. Marty Callhan provided the second. Motion passed unanimously.

**Presenter:**  
Community  
Engagement  
Manager

Need tubs to store 580 candles. Brian Rittenberry made a motion to spend up to \$300.00 on these tubs. Pam Watkins provided a second. Motion passed unanimously.

In 2026 we will get special wire to secure the downtown Christmas trees. Will be getting more trees in 2026; Businesses or individuals will have the opportunity to sponsor their own tree.

Public requested two Candlelight Shopping Nights next year. Tentative Dec. 4<sup>th</sup> and 11<sup>th</sup> 2026.

Street Sign cost \$30-\$50 range.

Parish & I are meeting with Dave Terry on December 18<sup>th</sup>.

Bathroom Sign package in your folders for consideration in the January Meeting

I would like the board to help support in whatever way is needed the Walk a Mile 5K hosted by Family Connection if they move its location to the Flapjack route which will utilize downtown.

Derby Details and suggestions 2026:

High school woodworking class can repair damaged ramps

Approach Home Depot and Brock's Supply about wood

Hay donation; set up and take down

Work with Assistant Chief Mike Davis

Event Advertising:

9 weeks minimum keep in mind for 2026

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Reading of New Mission Statement by Chairman Lowrie

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Next DDA meeting is scheduled for Monday, January 26, at 5:30pm.

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**Agenda**

**item:**

Adjourn

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**Presenter:** Chairman

Lowrie

Motion was made by Pam Watkins to adjourn. Jack Dunn provided the second. Motion carried unanimously. Meeting adjourned at 7:39 p.m.

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Parish Lowrie, Chairman

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Pam Watkins, Vice Chair

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Secretary/Treasurer, Marty Callahan