



**City of Walnut Grove Downtown Development Authority**  
**Minutes of the**  
**May 22, 2023, Downtown Development Authority Meeting**  
**Church of the Grove**

Directors Present:

Russ Butcher  
Erica Miles  
Sarah Tuchscherer  
Rachel Davis  
Desi Borgh

Guests Present:

Ellen Brennan  
Maxine McClanahan

Directors Absent:

Billy Coleman

- I. CALL TO ORDER - Russ Butcher called the meeting to order.
- II. PLEDGE OF ALLEGIANCE
- III. INVOCATION
- IV. APPROVAL OF AGENDA  

Sarah Tuchscherer made a motion to approve the agenda. Rachel Davis seconded. All in favor.

All directors introduced themselves.
- V. Approval of Minutes
  1. Rachel Davis made a motion to approve the minutes from the April 11, 2023 work session. Sarah Tuchscherer seconded the motion. All were in favor.
- VI. OLD BUSINESS
  1. New DDA Member – Joel Henderson

- Erica Miles made a motion to recommend Joel Henderson to Council to fill the vacant Downtown Development Authority Director seat. Sarah Tuchscherer seconded the motion. All were in favor.

## 2. Marketing and Website

### a. WGHS Tech Student Program

- Sarah is working with students at Walnut Grove High School in regards as to how they will be able to assist with the website.

### b. Go Daddy Domain

### c. Website Hosting

- The website is already with Go Daddy but we need to transfer it.
- Erica Miles made a motion to allow Sarah Tuchscherer to spend \$500 on marketing and website budget for her to use as needed. All receipts will be turned in to the treasurer each month. Rachel Davis seconded the motion. All were in favor.

## 3. Master Plan – Visioning

- Erica Miles made a statement that she is representing City Council on the Visioning Committee for the Master Plan. Sarah Tuchscherer is representing DDA on the Visioning Committee. She would like to update everyone that the first meeting will not be until after June 1, 2023.

## 4. Continuing Education

- Erica Miles stated this item needs to be removed from any future agenda. All DDA directors are aware to notify the other members if there are any continuing education classes they would like to take and the DDA will vote on it at the following meeting.

## 5. Land Acquisition

- Erica Miles stated she met with Billy Coleman today who is also on the Land Acquisition Committee. They discussed at a later date her and Billy may meet with the landowners but since we don't have much sewer capacity, she isn't sure when or if that may happen. She stated that we are still in the early stages of any real estate deal and land acquisition will probably be removed from the next agenda.

## VII. NEW BUSINESS

### 1. Administrative Items

#### a. PO Box

- Sarah looked up prices for PO Box. A PO Box in Jersey is \$60. Erica stated we have an IGA with the City, and she isn't sure if our bank statements could go to the PO Box because of that. It may be mandatory for them to be sent to City Hall. Erica stated we will have to ask our attorney about that. Russ stated that we may want to put this on hold for now. Erica said once we start having more community engagements, we may reconsider the PO Box since we are a separate entity from The City. However, most communications between citizens and the DDA will probably be via email. No vote was taken.

#### b. Canva

- Sarah looked into Canva for the DDA. They have 2 different subscriptions: team and pro. She recommends the Pro. It is \$12.99/month or \$9.99/month if you do an annual subscription.
- Erica Miles made a motion that we start a Canva account, but those funds will come out of the \$500 already approved for marketing and website.

#### c. Microsoft 365

- Sarah stated she recommends we sign up for the monthly subscription to see how we like it. The costs will be \$7.20/member/month. It will be for Teams, emails, online storage for file storage and OneDrive.
- Rachel Davis makes a motion to try out Microsoft 365 for 6 months. Erica Miles seconded the motion. All were in favor.

d. Business Cards

- There was a discussion about having individual cards and everyone agreed individual cards are not needed. Everyone agreed to table this until we have a design to vote on.

2. TAD

- Rachel stated that the district that she is thinking of is the 64 acres that is currently trying to be developed. The City recently had Northeast Regional Commission draw up a plan for this area. If we present it to City Council, they will have to vote on it, Council will have to go to the state and get a state resolution at the House of Representatives, they will have to go before the school board and ask them for those incremental increases on those properties alone. Erica Miles stated it would also have to go on a referendum for the citizens to vote and from her understanding The City wouldn't just be asking for a TAD on this specific property from the Legislature but to be able to create a TAD within The City in general anytime in the future. Rachel stated that is correct. A TAD could be placed in any area that is underperforming economically.
- Rachel Davis made a motion to approve making a presentation to Council on recommending a Tax Allocation District. Erica Miles seconded the motion. All were in favor.

VIII. Audience Comments: Maxine McClanahan stated she understands we are looking at a Go Daddy account and students helping with it. She wants to make sure we check to see if we have different regulations regarding how our website is set up and who can manage it because government entities have different rules than regular entities. The security certificates are different and there's a different set up. She said she managed the DDA's website and that is why she got out of it. She felt like she was no longer equipped to handle it. She wanted to point that out to double check it.

IX. DDA Comments:

- Rachel Davis thanked everyone for being here and she would like to schedule a work session.
- Erica Miles stated that she is excited that we are moving forward and getting things done like the website, the Canva stuff to help promote things on the DDA Facebook page and get some community engagement, we talked about a survey and hopefully we can add that to the Facebook page in order to get citizen input and develop a relationship with the citizens of the city.
- Russ stated that things are slower than he would like, he is ready to see action, he looks forward to working on a potential deal but he knows things take time. He feels like we are positioning ourselves to be able to handle that correctly when the time comes.
- Desi she is excited and she believes it is good to be moving slow. She has been dying for development since she opened her business in Walnut Grove 20 years ago and nothing has changed. But now looking at other cities grow and develop she thinks it is wise to learn from their mistakes and to go ahead and get things in place before they are needed, like Rachel stated. She sees that parking is a major issue in a lot of other cities and communities growing at a rate that the

schools can't handle. She thinks we should dream but it is good to hold back the reins and do the hard, boring, not so exciting, looks like nothing is happening kind of stuff before moving forward with development.

- Sarah stated that we have to have good bones before you give it the skin and lay the foundation, even though its been slow it is being done methodically and she is excited for us to have all our documents in one place, organized.
- Erica Miles stated she was able to sit in on a DOT roundabout conversation. It looks like Summer of 2024 is when the project goes out to BID and the construction isn't expected to start until around November.

X. ADJOURN

- Erica Miles made a motion to adjourn. Desi Borgh seconded. All in favor.