



Hinesville Downtown Development Authority/Main Street  
**November 20, 2024 Regular Board Meeting Agenda**  
Training Room, 2nd Floor in City Hall at 4 p.m.

1. Call to Order by Chairman Marcus Sack at \_\_\_\_ p.m.  
Present= Marcus Sack = Roger Jones = Shonda Mickel = Sabrina Newby = Dana Ingram = Tom Ratcliffe = Mayor Karl Riles  
Stake Holders = Kenneth Howard = Michelle Ricketson = Emma Faircloth = LaQrissua Bolton
2. Presentation to the Manna House
3. Secretary's Report –  
Public notice of meeting  
September 4, 2024 board minutes - Shonda Mickel, attached (pages 3A)
4. Treasurer's Report (FY24-Year End, FY25) – Shonda Mickel, Detailed report attached (pages 4A-4F)
5. Action Items
  - a. Mural Application
6. HDDA Program Reports and Updates – attached (page 6A-D)
7. Director's Report -- Michelle Ricketson, attached (page 7A-D)
  - a. Board goal tracker & staff accountability, attached
  - b. 250 Project – Next meeting (virtual), 11:30-12:30 on December 2
  - c. The Wall That Heals
  - d. Scarecrow Stroll & Sensory Central –
  - e. Updates to the ITPA museum
  - f. Staffing
  - g. Promotion:  
Calendar Items and Upcoming Events –  
Nov. 21 – Elegant Fashions Ribbon Cutting, 445 EG Miles Pkwy – Ste 102, 1:30pm  
Nov. 30 – Shop Small Saturday, 9am to 3pm  
Dec. 4 – Ft. Stewart's Tree Lighting, 5:30pm  
Dec. 5 – Hinesville for the Holidays, 5-8pm  
Dec. 6 – Illuminated Christmas Parade, 6:30pm (Chamber of Commerce)
8. Old/New Business --
  - a. Incentives & Activating Corners  
RLF-725 E. Oglethorpe Highway  
RLF-726 E. Oglethorpe Highway
  - b. Wayfinding Committee Report – Sample signs have arrived
  - c. Amphitheater Committee Report
9. Executive Session for personnel and real estate matters  
Motion to leave regular session and enter executive session regarding personnel and real estate matters  
Motion by \_\_\_\_, 2<sup>nd</sup> by \_\_\_\_, vote \_\_\_\_\_ at \_\_\_\_ p.m.  
Motion to leave executive session and return to regular session by \_\_\_\_, 2<sup>nd</sup> by \_\_\_\_, vote \_\_\_\_\_ at \_\_\_\_ p.m.  
Action Items:
10. Adjournment - Motion by \_\_\_\_, 2<sup>nd</sup> by \_\_\_\_, vote \_\_\_\_\_ at \_\_\_\_ p.m.



**HINESVILLE**  
DOWNTOWN DEVELOPMENT AUTHORITY



# Secretary's Report



Hinesville Downtown Development Authority/Main Street  
**September 4, 2024 Regular Board Meeting Minutes**  
Training Room, 2nd Floor in City Hall

1. Call to Order by Chairman Marcus Sack at 4:09 p.m.  
Present= Roger Jones = Shonda Mickel = Dana Ingram = Tom Ratcliffe (arrived at 4:30pm) = Mayor Karl Riles  
Stake Holders = Ryan Arnold = Michelle Ricketson = Candice Bryant
2. Public Notice of meeting
3. Secretary's Report – July 24, 2024 board minutes - Shonda Mickel, attached (pages 3A-3B)  
Motion to approve July 24, 2024 board minutes as submitted by D.Ingram, 2<sup>nd</sup> by K.Riles, vote unanimous.
4. Treasurer's Report (July) – Shonda Mickel, Detailed report attached (pages 4A-4C)  
Motion to accept the July Treasurer's Report as submitted by K.Riles, 2<sup>nd</sup> by D.Ingram, vote unanimous.  
Discussion items: The board members were in favor of purchasing \$9,900 Placer.ai software and asked to delay further discussion regarding Façade Incentives for Historic Structures to the next board meeting.
5. Action Items
6. HDDA Program Reports and Updates
  - a. Main Street District -- attached (page 6A)  
JULY: 1 biz opened/expanded, +1 job, 1 biz closed, -6 jobs, 40 events, 2,865 attendance, Investment: \$78,853
  - b. Hinesville Farmers & Makers Market (3-7pm)
  - c. Parks/Events –
    - Bryant Commons** - Monthly report attached (page 6B) – report by Candice Bryant  
JULY/FY24: Events 2/48 ytd, attendance 2,070/9,640 ytd, revenue \$2,325/\$7,305 ytd
    - Bradwell Park** – report by Candice Bryant  
JULY/FY24: Events 1/8 ytd, attendance 500/5,006 ytd, revenue \$85/\$585 ytd
    - Discussion items:  
GA Dept of Transportation accepting comments on proposed median project for Highway 84.  
Discussion Fair/Carnival requested location onsite.  
Board agreed to use revenue from the carnival to update the stables.
  - c. Old Liberty County Jail - JULY: 60 Visitors, 56 Volunteer Hours, \$7.50 Income, reached 456 people on facebook
  - d. Historic Preservation Commission & Downtown Historic District –
  - e. Promotion:  
Calendar Items and Upcoming Events –
    - Sept. 14 - Art in the Park
    - 2<sup>nd</sup> Saturday Block Parties: Sept. 14 – Mason Jarr      Oct. 12 – Hispanic Heritage Festival
    - Sept. 25 Retail Summit, Dana will attend -- Cancelled
    - Oct. 25 – Scarecrow Stroll
    - Oct. 22-27 – The Wall That Heals, @ Bryant Commons
7. Director's Report -- Michelle Ricketson, attached
  - a. Board goal tracker & staff accountability, attached
  - b. 250 Project – Next meeting (virtual), 11:30-12:30 on October 7
  - c. Sensory Central – Next meeting 12:30-1:30 on September 18
7. Old/New Business --
  - a. Incentives & Activating Corners
    - RLF-725 E. Oglethorpe Highway – Waiting on Coastal Area District Development Authority to close.
    - RLF-726 E. Oglethorpe Highway – waiting on Georgia Cities Foundation to close.
  - b. Wayfinding Committee Report – see sign revisions attached, waiting for sample signs to arrive.
  - c. Amphitheater Committee Report
8. Executive Session for personnel and real estate matters – Did not discuss
9. Adjournment - Motion to adjourn by D.Ingram\_2<sup>nd</sup> by K.Riles\_ vote unanimous at 5:40 p.m.



**HINESVILLE**  
DOWNTOWN DEVELOPMENT AUTHORITY



# Treasurer's Report (July)

**BUDGET REVENUE REPORT  
CITY OF HINESVILLE**

**Downtown Development Authority**

15-Nov-24

HinesBudRev: Year ( 2024 ) Period ( 12 )

Ledger ID	Ledger Description	BUDGET	MTD REV	YTD REV	REMAINING BAL	PERC COLL
<b>(100) General Fund</b>						
<b>(000) Revenue</b>						
100-000-0000-00-30-1000	TRANSFER IN FROM CITY FUNDS	\$344,413.00	(\$22,347.82)	(\$257,620.80)	\$86,792.20	74.80%
100-000-0000-00-33-4111	CITY ENTITLEMENT FUNDS XFER	\$172,301.00	\$0.00	(\$10,775.00)	\$161,526.00	6.25%
100-000-0000-00-33-4120	HISTORIC PRESERVATION GRANT	\$15,000.00	\$0.00	\$0.00	\$15,000.00	0.00%
100-000-0000-00-36-1020	INTEREST INCOME	\$2,700.00	\$0.00	(\$14,157.35)	(\$11,457.35)	524.35%
100-000-0000-00-38-1020	LEASE / RENTAL INCOME	\$7,800.00	(\$650.00)	(\$3,900.00)	\$3,900.00	50.00%
100-000-0000-00-38-9910	COMMUNITY PROJECTS	\$7,000.00	\$0.00	(\$750.00)	\$6,250.00	10.71%
100-000-0000-00-38-9965	SP PROJ - SCARECROW STROLL	\$5,000.00	\$0.00	(\$11,920.00)	(\$6,920.00)	238.40%
100-000-0000-00-38-9980	SPECIAL PROJ - FARMERS MARKET	\$10,000.00	\$0.00	(\$12,901.50)	(\$2,901.50)	129.01%
100-000-0000-00-38-9981	GIFT SHOP	\$0.00	\$0.00	(\$77.00)	(\$77.00)	0.00%
100-000-0000-00-38-9982	BRYANT COM - CONTRIB/DONATIONS	\$36,200.00	\$0.00	(\$1,500.00)	\$34,700.00	4.14%
100-000-0000-00-38-9983	BRYANT COMMONS FACILITY RENTAL	\$4,000.00	\$0.00	(\$7,805.00)	(\$3,805.00)	195.12%
100-000-0000-00-38-9985	PARK RENTALS/EVENTS	\$0.00	\$0.00	(\$755.00)	(\$755.00)	0.00%
100-000-0000-00-38-9990	OTHER EVENTS - GENERAL	\$4,000.00	\$0.00	(\$3,875.00)	\$125.00	96.88%
100-000-0000-00-38-9991	AZALEA ST CONTRIBUTION - COH	\$0.00	(\$254.73)	(\$1,121.38)	(\$1,121.38)	0.00%
100-000-0000-00-38-9992	SP PROJ - LUNCHTIME CONCERTS	\$1,500.00	\$0.00	\$0.00	\$1,500.00	0.00%
100-000-0000-00-38-9997	OLD JAIL-SPECIAL PROJECTS	\$0.00	\$0.00	(\$640.50)	(\$640.50)	0.00%
	<b>Subtotal :</b>	\$609,914.00	(\$23,252.55)	(\$327,798.53)	\$282,115.47	53.75%
	<b>Subtotal (000) Revenue:</b>	\$609,914.00	(\$23,252.55)	(\$327,798.53)	\$282,115.47	53.75%
	<b>Subtotal (100) General Fund:</b>	\$609,914.00	(\$23,252.55)	(\$327,798.53)	\$282,115.47	53.75%
	<b>Total =====</b>	\$609,914.00	(\$23,252.55)	(\$327,798.53)	\$282,115.47	53.75%

# BUDGET EXPENDITURE REPORT CITY OF HINESVILLE

## Downtown Development Authority

15-Nov-24

HinesBudExp: Year ( 2024 ) Period ( 12 )

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
(100) General Fund						
(001) DDA Admin						
100-001-1000-00-51-1100	SALARY AND WAGES	\$169,195.00	\$0.00	\$151,824.81	\$17,370.19	89.73%
100-001-1000-00-51-2110	GROUP INSURANCE	\$19,472.00	\$0.00	\$16,707.69	\$2,764.31	85.80%
100-001-1000-00-51-2120	DISABILITY	\$1,145.00	\$0.00	\$994.08	\$150.92	86.82%
100-001-1000-00-51-2200	SOCIAL SECURITY	\$10,145.00	\$0.00	\$8,916.09	\$1,228.91	87.89%
100-001-1000-00-51-2300	MEDICARE	\$2,373.00	\$0.00	\$2,085.13	\$287.87	87.87%
100-001-1000-00-51-2400	RETIREMENT	\$16,787.00	\$0.00	\$8,336.51	\$8,450.49	49.66%
100-001-1000-00-51-2700	WORKERS COMP	\$482.00	\$0.00	\$265.94	\$216.06	55.17%
100-001-1000-00-52-1215	LEGAL FEES	\$1,500.00	\$0.00	\$0.00	\$1,500.00	0.00%
100-001-1000-00-52-1225	ADVERTISING	\$2,950.00	\$0.00	\$2,404.70	\$545.30	81.52%
100-001-1000-00-52-1260	PROFESSIONAL SERVICES	\$30,000.00	\$0.00	\$9,758.00	\$20,242.00	32.53%
100-001-1000-00-52-2205	BUILDING MAINTENANCE	\$2,500.00	\$0.00	\$1,361.00	\$1,139.00	54.44%
100-001-1000-00-52-2206	VEHICLE REPAIRS AND MAINT	\$500.00	\$0.00	\$49.05	\$450.95	9.81%
100-001-1000-00-52-3200	COMMUNICATIONS	\$2,000.00	\$0.00	\$1,641.86	\$358.14	82.09%
100-001-1000-00-52-3300	UTILITIES	\$2,000.00	\$127.76	\$2,142.55	(\$142.55)	107.13%
100-001-1000-00-52-3500	TRAVEL	\$5,200.00	\$0.00	\$266.16	\$4,933.84	5.12%
100-001-1000-00-52-3600	ANNUAL DUES/LICENSES	\$1,090.00	\$0.00	\$295.00	\$795.00	27.06%
100-001-1000-00-52-3700	EDUCATION AND TRAINING	\$6,130.00	\$0.00	\$3,512.28	\$2,617.72	57.30%
100-001-1000-00-53-1101	OFFICE SUPPLIES	\$2,700.00	\$0.00	\$1,127.41	\$1,572.59	41.76%
100-001-1000-00-53-1103	DEPARTMENT OPERATING EXP	\$3,000.00	\$0.00	\$3,073.18	(\$73.18)	102.44%
100-001-1000-00-53-1107	BANK CHARGES	\$725.00	\$0.00	\$2,271.64	(\$1,546.64)	313.33%
100-001-1000-00-54-2400	COMPUTERS- HARDWARE	\$2,500.00	\$0.00	\$337.85	\$2,162.15	13.51%
100-001-1000-00-54-2405	WEBSITE MAINTENANCE	\$1,053.00	\$0.00	\$413.37	\$639.63	39.26%
100-001-1000-00-57-1165	FAÇADE GRANTS	\$14,000.00	\$0.00	\$2,199.29	\$11,800.71	15.71%
100-001-1000-00-57-1170	ENHANCED FAÇADE GRANT	\$0.00	\$0.00	\$13,312.00	(\$13,312.00)	0.00%
100-001-1000-00-57-2510	BRADWELL PARK	\$621.00	\$0.00	\$0.00	\$621.00	0.00%
100-001-1000-00-57-2600	PROMOTIONAL	\$17,500.00	\$0.00	\$17,195.63	\$304.37	98.26%
100-001-1000-00-57-2605	PROMO - BRYANT COMMONS	\$3,000.00	\$0.00	\$479.90	\$2,520.10	16.00%
100-001-1000-00-57-2615	PROMO - FARMERS MARKET	\$10,000.00	\$200.00	\$2,807.27	\$7,192.73	28.07%
100-001-1000-00-57-2625	COMMUNITY PROJECTS	\$7,000.00	\$0.00	\$2,675.78	\$4,324.22	38.23%
100-001-1535-00-54-2400	COMPUTER SOFTWARE/UPDATES	\$1,495.00	\$0.00	\$119.40	\$1,375.60	7.99%

**BUDGET EXPENDITURE REPORT**  
**CITY OF HINESVILLE**

**Downtown Development Authority**

15-Nov-24

HinesBudExp: Year ( 2024 ) Period ( 12 )

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
	<b>Subtotal (001) DDA Admin:</b>	\$337,063.00	\$327.76	\$256,573.57	\$80,489.43	76.12%
<b>(021) Phase I Azalea Street</b>						
100-021-7320-01-54-1408	UTILITY SERVICE	\$1,200.00	\$84.84	\$968.02	\$231.98	80.67%
	<b>Subtotal (021) Phase I Azalea Street:</b>	\$1,200.00	\$84.84	\$968.02	\$231.98	80.67%
<b>(023) Phase III Azalea Street</b>						
100-023-7330-03-57-3010	AFFORDABLE HOUSING	\$172,301.00	\$204.00	\$4,704.00	\$167,597.00	2.73%
	<b>Subtotal (023) Phase III Azalea Street:</b>	\$172,301.00	\$204.00	\$4,704.00	\$167,597.00	2.73%
<b>(060) Bryant Commons</b>						
100-060-1000-00-52-1260	PROFESSIONAL SERVICES	\$2,400.00	\$0.00	\$950.00	\$1,450.00	39.58%
100-060-1000-00-52-2100	CONTRACTED MAINTENANCE SERV	\$2,400.00	\$0.00	\$1,863.58	\$536.42	77.65%
100-060-1000-00-52-2110	GROUNDS MAINTENANCE	\$8,500.00	\$0.00	\$5,139.46	\$3,360.54	60.46%
100-060-1000-00-52-2205	BUILDING MAINTENANCE	\$750.00	\$0.00	\$122.13	\$627.87	16.28%
100-060-1000-00-52-2209	BC POND MAINTENANCE	\$10,000.00	\$0.00	\$6,215.00	\$3,785.00	62.15%
100-060-1000-00-52-3300	UTILITIES	\$2,000.00	\$345.72	\$2,731.40	(\$731.40)	136.57%
100-060-1000-00-53-1103	DEPARTMENT OPERATING	\$1,500.00	\$0.00	\$2,121.76	(\$621.76)	141.45%
100-060-1000-00-54-1100	BRYANT COMMONS CAPITAL EXP	\$49,800.00	\$0.00	\$3,126.38	\$46,673.62	6.28%
	<b>Subtotal (060) Bryant Commons:</b>	\$77,350.00	\$345.72	\$22,269.71	\$55,080.29	28.79%
<b>(065) Historic Preservation</b>						
100-065-1000-00-52-3500	TRAVEL	\$300.00	\$0.00	\$186.39	\$113.61	62.13%
100-065-1000-00-52-3700	TRAINING/EDUCATION	\$1,700.00	\$0.00	\$620.00	\$1,080.00	36.47%
100-065-1000-00-53-1103	DEPT OPERATING EXPENSE	\$2,000.00	\$0.00	\$752.50	\$1,247.50	37.62%
100-065-1000-00-57-2500	SPECIAL PROJECT	\$18,000.00	\$0.00	\$0.00	\$18,000.00	0.00%
	<b>Subtotal (065) Historic Preservation:</b>	\$22,000.00	\$0.00	\$1,558.89	\$20,441.11	7.09%
	<b>Subtotal (100) General Fund:</b>	\$609,914.00	\$962.32	\$286,074.19	\$323,839.81	46.90%
	<b>Total =====</b>	\$609,914.00	\$962.32	\$286,074.19	\$323,839.81	46.90%

**BUDGET REVENUE REPORT  
CITY OF HINESVILLE**

**Downtown Development Authority**

15-Nov-24

HinesBudRev: Year ( 2025 ) Period ( 1 )

Ledger ID	Ledger Description	BUDGET	MTD REV	YTD REV	REMAINING BAL	PERC COLL
<b>(100) General Fund</b>						
<b>(000) Revenue</b>						
100-000-0000-00-30-1000	TRANSFER IN FROM CITY FUNDS	\$400,531.00	\$0.00	\$0.00	\$400,531.00	0.00%
100-000-0000-00-36-1020	INTEREST INCOME	\$12,500.00	\$0.00	\$0.00	\$12,500.00	0.00%
100-000-0000-00-38-1020	LEASE / RENTAL INCOME	\$7,800.00	\$0.00	\$0.00	\$7,800.00	0.00%
100-000-0000-00-38-9910	COMMUNITY PROJECTS	\$10,000.00	\$0.00	\$0.00	\$10,000.00	0.00%
100-000-0000-00-38-9965	SP PROJ - SCARECROW STROLL	\$10,000.00	\$0.00	\$0.00	\$10,000.00	0.00%
100-000-0000-00-38-9980	SPECIAL PROJ - FARMERS MARKET	\$10,000.00	\$0.00	\$0.00	\$10,000.00	0.00%
100-000-0000-00-38-9982	BRYANT COM - CONTRIB/DONATIONS	\$28,000.00	\$0.00	\$0.00	\$28,000.00	0.00%
100-000-0000-00-38-9983	BRYANT COMMONS FACILITY RENTAL	\$14,000.00	\$0.00	\$0.00	\$14,000.00	0.00%
100-000-0000-00-38-9985	PARK RENTALS/EVENTS	\$1,500.00	\$0.00	\$0.00	\$1,500.00	0.00%
100-000-0000-00-38-9990	OTHER EVENTS - GENERAL	\$4,000.00	\$0.00	\$0.00	\$4,000.00	0.00%
	<b>Subtotal :</b>	\$498,331.00	\$0.00	\$0.00	\$498,331.00	0.00%
	<b>Subtotal (000) Revenue:</b>	\$498,331.00	\$0.00	\$0.00	\$498,331.00	0.00%
	<b>Subtotal (100) General Fund:</b>	\$498,331.00	\$0.00	\$0.00	\$498,331.00	0.00%
	<b>Total =====</b>	\$498,331.00	\$0.00	\$0.00	\$498,331.00	0.00%

**BUDGET EXPENDITURE REPORT**  
**CITY OF HINESVILLE**

**Downtown Development Authority**

15-Nov-24

HinesBudExp: Year ( 2025 ) Period ( 1 )

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
(100) General Fund						
(001) DDA Admin						
100-001-1000-00-51-1100	SALARY AND WAGES	\$180,812.00	\$0.00	\$0.00	\$180,812.00	0.00%
100-001-1000-00-51-2110	GROUP INSURANCE	\$22,656.00	\$0.00	\$0.00	\$22,656.00	0.00%
100-001-1000-00-51-2120	DISABILITY	\$1,212.00	\$0.00	\$0.00	\$1,212.00	0.00%
100-001-1000-00-51-2200	SOCIAL SECURITY	\$11,210.00	\$0.00	\$0.00	\$11,210.00	0.00%
100-001-1000-00-51-2300	MEDICARE	\$2,622.00	\$0.00	\$0.00	\$2,622.00	0.00%
100-001-1000-00-51-2400	RETIREMENT	\$16,313.00	\$0.00	\$0.00	\$16,313.00	0.00%
100-001-1000-00-51-2700	WORKERS COMP	\$550.00	\$0.00	\$0.00	\$550.00	0.00%
100-001-1000-00-52-1215	LEGAL FEES	\$1,500.00	\$0.00	\$0.00	\$1,500.00	0.00%
100-001-1000-00-52-1225	ADVERTISING	\$3,400.00	\$0.00	\$0.00	\$3,400.00	0.00%
100-001-1000-00-52-2205	BUILDING MAINTENANCE	\$2,490.00	\$0.00	\$0.00	\$2,490.00	0.00%
100-001-1000-00-52-2206	VEHICLE REPAIRS AND MAINT	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
100-001-1000-00-52-3200	COMMUNICATIONS	\$2,000.00	\$0.00	\$0.00	\$2,000.00	0.00%
100-001-1000-00-52-3300	UTILITIES	\$2,000.00	\$0.00	\$0.00	\$2,000.00	0.00%
100-001-1000-00-52-3500	TRAVEL	\$5,200.00	\$0.00	\$0.00	\$5,200.00	0.00%
100-001-1000-00-52-3600	ANNUAL DUES/LICENSES	\$1,090.00	\$0.00	\$0.00	\$1,090.00	0.00%
100-001-1000-00-52-3700	EDUCATION AND TRAINING	\$6,130.00	\$0.00	\$0.00	\$6,130.00	0.00%
100-001-1000-00-53-1101	OFFICE SUPPLIES	\$2,700.00	\$0.00	\$0.00	\$2,700.00	0.00%
100-001-1000-00-53-1103	DEPARTMENT OPERATING EXP	\$3,000.00	\$0.00	\$0.00	\$3,000.00	0.00%
100-001-1000-00-53-1107	BANK CHARGES	\$1,700.00	\$0.00	\$0.00	\$1,700.00	0.00%
100-001-1000-00-54-2200	VEHICLES	\$20,000.00	\$0.00	\$0.00	\$20,000.00	0.00%
100-001-1000-00-54-2400	COMPUTERS- HARDWARE	\$300.00	\$0.00	\$0.00	\$300.00	0.00%
100-001-1000-00-54-2405	WEBSITE MAINTENANCE	\$460.00	\$0.00	\$0.00	\$460.00	0.00%
100-001-1000-00-57-1165	FAÇADE GRANTS	\$14,000.00	\$0.00	\$0.00	\$14,000.00	0.00%
100-001-1000-00-57-2510	BRADWELL PARK	\$10,000.00	\$0.00	\$0.00	\$10,000.00	0.00%
100-001-1000-00-57-2600	PROMOTIONAL	\$23,000.00	\$0.00	\$0.00	\$23,000.00	0.00%
100-001-1000-00-57-2605	PROMO - BRYANT COMMONS	\$3,000.00	\$0.00	\$0.00	\$3,000.00	0.00%
100-001-1000-00-57-2615	PROMO - FARMERS MARKET	\$10,000.00	\$0.00	\$0.00	\$10,000.00	0.00%
100-001-1000-00-57-2625	COMMUNITY PROJECTS	\$7,000.00	\$0.00	\$0.00	\$7,000.00	0.00%
100-001-1000-00-57-2900	SIGNAGE	\$7,500.00	\$0.00	\$0.00	\$7,500.00	0.00%
100-001-1535-00-54-2400	COMPUTER SOFTWARE/UPDATES	\$10,356.00	\$0.00	\$0.00	\$10,356.00	0.00%

**BUDGET EXPENDITURE REPORT**  
**CITY OF HINESVILLE**

15-Nov-24

**Downtown Development Authority**

HinesBudExp: Year ( 2025 ) Period ( 1 )

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
	<b>Subtotal (001) DDA Admin:</b>	\$372,701.00	\$0.00	\$0.00	\$372,701.00	0.00%
<b>(060) Bryant Commons</b>						
100-060-1000-00-52-1260	PROFESSIONAL SERVICES	\$4,000.00	\$0.00	\$0.00	\$4,000.00	0.00%
100-060-1000-00-52-2100	CONTRACTED MAINTENANCE SERV	\$2,400.00	\$0.00	\$0.00	\$2,400.00	0.00%
100-060-1000-00-52-2110	GROUNDS MAINTENANCE	\$22,000.00	\$0.00	\$0.00	\$22,000.00	0.00%
100-060-1000-00-52-2205	BUILDING MAINTENANCE	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
100-060-1000-00-52-2209	BC POND MAINTENANCE	\$8,780.00	\$0.00	\$0.00	\$8,780.00	0.00%
100-060-1000-00-52-3300	UTILITIES	\$3,000.00	\$0.00	\$0.00	\$3,000.00	0.00%
100-060-1000-00-53-1103	DEPARTMENT OPERATING	\$9,500.00	\$0.00	\$0.00	\$9,500.00	0.00%
100-060-1000-00-54-1100	BRYANT COMMONS CAPITAL EXP	\$71,000.00	\$0.00	\$0.00	\$71,000.00	0.00%
	<b>Subtotal (060) Bryant Commons:</b>	\$121,180.00	\$0.00	\$0.00	\$121,180.00	0.00%
<b>(065) Historic Preservation</b>						
100-065-1000-00-52-3500	TRAVEL	\$1,000.00	\$0.00	\$0.00	\$1,000.00	0.00%
100-065-1000-00-52-3700	TRAINING/EDUCATION	\$1,650.00	\$0.00	\$0.00	\$1,650.00	0.00%
100-065-1000-00-53-1103	DEPT OPERATING EXPENSE	\$1,800.00	\$0.00	\$0.00	\$1,800.00	0.00%
	<b>Subtotal (065) Historic Preservation:</b>	\$4,450.00	\$0.00	\$0.00	\$4,450.00	0.00%
	<b>Subtotal (100) General Fund:</b>	\$498,331.00	\$0.00	\$0.00	\$498,331.00	0.00%
	<b>Total =====</b>	\$498,331.00	\$0.00	\$0.00	\$498,331.00	0.00%



**HINESVILLE**  
DOWNTOWN DEVELOPMENT AUTHORITY



# Action Items



CITY OF HINESVILLE  
115 East M. L. King Jr. Drive  
Hinesville, Georgia 31301  
912-876-4147



# MURAL PERMIT APPLICATION

Date: \_\_\_\_\_ PERMIT#: \_\_\_\_\_ Permit Fee: \$100.00

### PROPERTY OWNER/LANDLORD

Printed Name (First, MI, Last): \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

### RESPONSIBLE PARTY FOR COMMISSIONING MURALIST AND FOR MAINTENANCE

Printed Name (First, MI, Last): \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Is Muralist reserving any rights with respect to maintenance or preservation of mural:  Yes  No

### MURALIST

Printed Name (First, MI, Last): \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

### ADDRESS OF THE BUILDING OR STRUCTURE WHERE THE MURAL IS PROPOSED TO BE PAINTED

Rear  Side Exterior wall facing  North  East  South  West

### DIMENSIONS OF THE WALL SURFACE WHERE THE MURAL WILL BE PAINTED

Width: \_\_\_\_\_ (Feet) by Length: \_\_\_\_\_ (Feet) = \_\_\_\_\_ Square Feet

### INSTRUCTIONS

- The application and permit fee shall be submitted to the Hinesville Downtown Development Authority. Applications for a mural to be located within the Hinesville Downtown Development Authority boundary will be considered regular monthly meeting of the Hinesville Downtown Development Authority.
- In addition to completing this application form, the applicant/owner must submit the following additional documentation:
  - A scaled, color rendering of the proposed mural;
  - Photographs of the building on which the mural is proposed;
  - Artist's credentials, including photos of previous works, and references;
  - A statement indicating if the mural will be painted on a substrate material or directly on the building. If a substrate is used, identify the material and how will it be attached to the building;
  - A statement regarding the type of wall preparation, primers, paints, and sealers to be used;
  - A written plan for routine maintenance prepared in coordination with the building owner for proper long-term care of the artwork. The plan must address graffiti removal, maintenance of peeling/flaking paint, fading, etc.; and
  - A statement addressing how the proposed mural meets each of the 'standards' on page 2 of this application.
- The city officials will review the application to verify that all required information has been submitted. The city official will contact the applicant with a list of any deficiencies which must be corrected prior to consideration by the decision-making body.
- Applications for a mural to be located within the HDDA boundary will be decided by the Hinesville Downtown Development Authority. The City Manager will decide on all other applications for mural permit.
- The applicant and property owner must be present at the Hinesville Downtown Development Authority meeting to present the application and answer questions that may arise.

The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.  
The property owner further affirms that he/she is responsible for maintenance of the mural and approves of the maintenance plan submitted with this application.

\_\_\_\_\_  
Signature of the Applicant Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of the Muralist Date: \_\_\_\_\_

### OFFICIAL USE ONLY

LEGAL DESCRIPTION: \_\_\_\_\_  
PARCEL # : \_\_\_\_\_ ZONING: \_\_\_\_\_  
APPROVED:  YES  NO  
APPROVED BY: PRINTED NAME: \_\_\_\_\_  
SIGNATURE/TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

## MURAL COMPLIANCE STANDARDS

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1. No artist, artist group or other entity may authorize, erect, construct, maintain, move, alter, place, or attach any mural to a building or similar structure within the municipality without (1) completing a Mural Permit Application, (2) submitting the proposed mural design for review by the Downtown Development Authority, (3) securing approval of the mural design and location, and (4) paying the applicable permit fee. Such a permit shall be known as a "Mural Permit".
2. Artists, organizations, or individuals who wish to paint or create a mural must obtain written permission from the property owner and the support of adjacent property owners and/or businesses prior to receiving permission to install a mural. Paintings or murals placed on property without the owner's consent and/or permission from the City are strictly prohibited and shall be considered illegal.
3. A mural must be located on only one facade of a building, except when the nature of the business is creative, artistic, or some other special circumstance is presented.
4. Murals may not be commercial in nature, and will not be permitted if the content is offensive or displays a clear and present danger or a breach of the peace. Also, murals may not depict negative images or beliefs relative to religion, political viewpoints, or other social issues.
5. Murals are strictly prohibited in traffic lanes. The mural should not cause pedestrians and/or drivers to be distracted, nor should it negatively impact the public safety and welfare of the community.
6. Murals must be completed by artists with prior experience, and must be appropriately scaled in comparison to the total wall surface to be covered.
7. Any licensed, copyrighted, or trademarked characters or likenesses used on murals must have permission from the holder or owner of the license, copyright, or trademark.
8. Murals must be applied utilizing weather resistant paint and/or materials.
9. The artist's signature may appear at the bottom of the mural, provided it is not so bold or obvious that it interferes with or detracts from the artwork itself.
10. Approved murals should display "Approved by the City of Hinesville" (or similar language) and dated at the bottom right-hand corner of the mural.
11. No approval for mural installation will be granted if there are outstanding code enforcement violations charged by the City on the property where the proposed mural is to be located.
12. Outstanding debts to the City must be paid in full prior to issuance of a mural permit to any applicant.

### Surface Conditions

The condition of the surface to be painted is perhaps the greatest concern. If the structural or surface integrity of the wall or other surface is failing, the paint will, too. Even a dirty surface can cause paint to fail. To ensure a successful and long-lasting mural, a prospective mural surface should be carefully inspected for:

- loose or peeling paint
- loose or broken concrete
- cracked stucco material
- signs of water leaks (new or old)
- staining or rusting
- the ability to remove metal screws, anchors, or nails (recommended)
- large cracks
- foreign material, such as plant or synthetic material growing through or being deposited from an adjacent or nearby source
- bird or bat droppings, insects, etc.
- electrical wiring or other nearby safety and access hazards

## **SURFACE CONSIDERATIONS AND PAINT SYSTEMS FOR MURALS (CONTINUED)**

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### **Surface Conditions continued**

The best type of surface to receive paint is one that is a raw, unpainted stone or concrete material that is free of any of the above conditions. Wood, metal, and other materials that are in new or good condition can also be satisfactory if properly prepared and sealed. If the surface is not new, or if there are any causes for concern, consult a reputable artist, mason, or painting contractor for further assessment and recommended treatment.

### **Alternatives to Working on Existing Surfaces**

If your selection of a particular venue demands that you utilize a wall or other surface that is not in satisfactory condition, you might consider painting on a separate substrate that can be affixed to the surface either before or after the artwork has been applied to it.

Examples of excellent substrates include, but are not limited to:

- aluminum sheet or panel
- aluminum composite sheets, such as Dibond, Alucobond, or Reynobond
- medium density fiberboard (MDF)
- cement board, such as Wonderboard; cement board is also known as backerboard and is typically used with mosaic tile murals
- polyester fabric (aka "parachute cloth")

These types of substrates have been used very effectively for large-scale murals where site conditions required use of a substandard wall. Painting the mural on a separate substrate is also beneficial when community members such as children are participating in the painting as it allows access to the full surface while avoiding creating hazardous conditions that would require climbing a high scaffolding. Another benefit is that the artwork can be created in a sheltered space, including during winter or inclement weather conditions.

Utilizing a substrate can also allow the removal and relocation of your mural, on the possibility of the property changing owners or if the wall is scheduled for future destruction or removal. Some spaces even utilize a fixed structure that offers the ability to display temporary fabric or vinyl murals in an outdoor revolving "gallery."

Substrates should always be carefully installed by professionals, and when the scale might require so, engineers to calculate weight, load, fasteners, and spacers upon a particular wall surface.

### **Surface Preparation**

Before you start any painting, including priming, your surface should be clean, dry, and free of loose material.

Make any patches or repairs that are required and allow sufficient time for materials, such as mortar and cement, to cure and dry thoroughly. If you are working on an existing surface that has been in place for some time (e.g., not new construction), you should power-wash the wall. Allow sufficient time for the wall to dry out after washing. Remember that some materials such as masonry will absorb water and "wick" it to the interior, so even if a surface appears to be dry quickly, give it some additional time.

## **SURFACE CONSIDERATIONS AND PAINT SYSTEMS FOR MURALS (CONTINUED)**

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### **Selecting a Paint System**

Choosing quality paint is essential to the long-term viability of a mural. A three-part "paint system" consisting of primer, paint, and final clear coat is recommended.

#### **Primer**

First, you must always match the type of primer to the type of substrate or surface that you are painting. Primer can be purchased at any quality paint retailer. Primers will come in gallon or five-gallon buckets and they will be labeled as to which surface types they are conducive. Primers are simple and straightforward, but remember that any paint store will tint the primer to any color for no additional charge. A light neutral grey, for instance, is typically preferred to a bright white when painting on a large-scale, highly visible/bright wall—simply for an easier painting experience, or for a particular effect of the subsequent artwork.

The most common surface is masonry of some sort. For this application, a good, time-tested product for large-scale painting is 100% acrylic artist-grade paint/primer. As noted above, always begin with a power-washing of the wall, and then apply a 100% acrylic primer made for the same surface type.

For surfaces other than masonry, use a corresponding primer type. There are myriad types for several surface types, and any good paint retailer can provide advice. A primer that is 100% acrylic, water-based or "water borne" is always preferred for longevity, clean up, and environmental concerns, but some materials, such as certain metals, may require a different type of primer. Consult with a paint supplier about the specifics of your surface if you have questions.

Primer can be applied to the surface by spray, roller, and/or brush. Roller, combined with brush, is the most typical and usually most effective method. Choose a roller type based on the surface texture you will be painting. Spray rigs can be rented and/or implemented by a paint contractor. Sometimes for rougher surfaces, or surfaces that have deep grooves or mortar lines, spraying can either cut down on prep time or be the only good solution.

#### **Paint**

When selecting the actual paint, 100% artist-grade acrylic is preferred. Try to avoid using commercial-grade paint—the type of paint that is tinted on site at the retail store using a base paint and sometimes described as "house paint". Artist-grade paint is pigmented at the factory, and the difference is readily apparent when painting artwork at large scale. The artist-grade paint is more opaque, rich, and vibrant than commercial-grade paint.

There are many retailers that offer 100% acrylic artist-grade paint in larger quantities made for large-scale application. Typically, these quantities are gallon and five-gallon increments, but increasingly can be found in pints and quarts as well. These paints are similar or identical to other artist-grade paints in nomenclature, i.e., cadmium orange, dioxazine purple, phthalo blue, etc., and also should have lightfastness ratings that describe each color's ability to resist fading in sunlight. Lightfastness ratings of #1 are best, decreasing in resistance from there as numbers increase to #2, #3, etc. Always pay close attention to reds and yellows on this rating as you can greatly affect the longevity of your artwork by simply choosing one type of red over another while not really changing the initial palette at all.

Always use a manufacturer's directions on paint dilution. A mural painter will always want to make the paint as spreadable as possible over the large surface while also retaining opacity or creating a desired translucency. Typically, most acrylic paint manufacturers advise no more than 10% dilution of water by volume. Acrylic mediums and extenders/retarders can be utilized as well—again, check the manufacturer's advice on such things before using, and perhaps utilize a test area before using at scale. Above all, don't skimp on the paint. Use quality paint and use a lot of it. Even when translucency is desired, try to achieve the effect by carefully

## **SURFACE CONSIDERATIONS AND PAINT SYSTEMS FOR MURALS (CONTINUED)**

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mixing shades rather than “washing” the paint over the surface, as one might prefer on a canvas. By painting as much as possible with undiluted lightfast paint you will extend the life of your mural by years.

### **Clear Coat**

Finally, the clear coat. There are a few different opinions on the type of clear coat to apply to your finished mural, but there should not be any argument as to the need of some type of clear final coat.

In order to understand the purpose of a clear coat, think of automobile paint, as the same principle is applied in both. These are paintings that are outside 24/7. They get rain, dirt, wind, and all kinds of abuse constantly; they must have a protective coating of some kind in order to last and age well. These coatings not only protect from the elements and vandalism, but make it a lot easier to clean or repair when necessary. There are even some UV filtering coatings on the market that would further help keep the piece from fading in the sun. This is not typically necessary or cost effective when lightfast paint is used, but it is an option on the market.

The most common type of clear coat used on murals is simply a 100% clear acrylic, which is the same composition as the primer and paint that was used on the mural itself. In this way, retouching can be made directly upon the surface, with a subsequent retouch of clear coat in a very easy manner over its entire lifespan. 100% acrylic clear coat is also available in many different types of sheen. You can choose from matte, semi-gloss, high gloss, etc. Semi-gloss is the most commonly selected sheen, as it most closely resembles the fresh, undiluted paint itself.

Acrylic clear coats can be applied by spray, brush, or lint-free rollers (always try for the lowest nap for clear coat) and are typically applied in one to two coats. Only use products labeled as “non-yellowing.” They are readily available from artist-grade retailers, home improvement stores, and commercial/residential paint retailers.

Certainly, if you are painting a mural in or on a highly vandalized area or surface, you might want to explore a true “anti-graffiti” type of clear coat. There are two categories of anti-graffiti coatings: sacrificial and non-sacrificial.

Sacrificial coatings are typically also water-borne acrylics that create a protective layer between the final paint and any graffiti that is applied to it. To remove the graffiti, the sacrificial coating is also removed. A new layer of the coating is then applied to the painted surface to protect the artwork from future graffiti. If you choose to use a sacrificial coating, always test it on a sample area or mock-up to make sure that the removal technique works without damaging the artwork.

Non-sacrificial coatings create a “scrubbable” barrier between the artwork and the graffiti, and traditionally have been two-part epoxy paint systems. This allows graffiti to be removed without removing the coating. Epoxy systems can contain very harsh chemicals and should be used with caution as they can be highly toxic. They may be even illegal in your state. However, there are increasingly more environmentally friendly products on the market in many states. It is critical that manufacturer’s instructions are followed and highly recommended that they are applied by a certified professional.

Be well aware that once an epoxy system is applied to the artwork, there is no going back. No removal or repair can be made to the painting underneath should you experience spalling, discoloration, peeling, etc. Regarding discoloration, this type of clear coat may experience adverse chemical reactions to the paint underneath—sometimes an acidic yellowing, or worse. This type of clear coat should only be used in extreme circumstances, over top of the highest grade of acrylic paint, and under the highest of professional supervision.

Always consult your local retailers regarding the availability and proper use and disposal of these types of products in your area.

**AN ORDINANCE TO AMEND THE CODE OF THE CITY OF HINESVILLE, GEORGIA, CHAPTER 5 – BUILDINGS AND BUILDING REGULATIONS, ARTICLE V - HISTORIC PRESERVATION, BY ADDING SECTION 5-257 THROUGH SECTION 5-267, BY THE MAYOR AND CITY COUNCIL FOR THE CITY OF HINESVILLE, GEORGIA TO ENCOURAGE AND SUPPORT THE DEVELOPMENT OF PUBLIC ART, ENHANCE THE CULTURAL VIBRANCY OF THE CITY OF HINESVILLE, GEORGIA, PROVIDE GUIDELINES FOR THE DESIGN, PLACEMENT, AND MAINTENANCE OF PUBLIC MURALS ON COMMERCIAL, INDUSTRIAL, PUBLIC, OR PRIVATE PROPERTY WITHIN THE CITY AND TO PROVIDE AN ADOPTION DATE; TO PROVIDE AN EFFECTIVE DATE; AND FOR OTHER PURPOSES ALLOWED BY LAW.**

**WHEREAS**, the City of Hinesville, Georgia (hereinafter sometimes referred to as the “City”) is a municipality duly formed and existing pursuant to Georgia law; and

**WHEREAS**, the 1983 Constitution of the State of Georgia provides for self-governance of municipalities, without the necessity of action by the General Assembly; and

**WHEREAS**, the City of Hinesville has the legislative power to adopt reasonable ordinances, resolutions, or regulations relating to its property, affairs, and local government which is expressly allowed by general laws, and which are not inconsistent with the State Constitution or any Charter provision applicable thereon; and

**WHEREAS**, this Ordinance re-affirms the City’s commitment to supporting the arts, and recognizes the aesthetic value of placing murals in public areas; and

**WHEREAS**, nothing in this Ordinance is intended to regulate content or the viewpoints expressed in the murals in violation of the First Amendment to the U. S. Constitution and/or the state’s freedom of speech and expression laws; and

**WHEREAS**, these regulations are intended to (1) enhance the City’s overall aesthetics and promote community pride, (2) increase public access to and community participation in the creation of original works of art, (3) regulate placement of murals

throughout the city to ensure residents are not exposed to visual blight or clutter, and (4) create a mural approval process; and

**WHEREAS**, a mural is not a sign, and is not subject to or regulated by the city's sign ordinance and/or zoning regulations; and

**WHEREAS**, the governing body of the City has determined that it is in the best interest of the City, community residents, and visitors to regulate public murals, and promote the public safety and welfare by adopting the following; and

**WHEREAS**, public funds shall not be used for the mural unless approved by the Mayor and Council following a review by the Downtown Development Authority, the City Planning Department, and a reasonable period for public review and comment; and

THE INTENT OF THIS ORDINANCE IS TO PROMOTE AND REGULATE THE DESIGN, CONSTRUCTION, INSTALLATION, REPAIR, AND MAINTENANCE OF ORIGINAL ART MURALS WITHIN THE CITY OF HINESVILLE, AND ENHANCE THE CULTURAL VIBRANCY OF OUR COMMUNITY, WHILE RESPECTING THE VALUES, AESTHETICS, AND SAFETY OF THE COMMUNITY.

**NOW, THEREFORE, BE IT RESOLVED** THAT THE MAYOR AND COUNCIL OF THE CITY OF HINESVILLE, GEORGIA HEREBY ORDAIN THAT THE *CODE OF ORDINANCES OF THE CITY OF HINESVILLE, GEORGIA* BE AMENDED BY ADDING CHAPTER 5, ARTICLE V, SECTION 5-257 THROUGH SECTION 5-267 TO READ AS FOLLOWS):

**SECTION 5-257: Title**

The Ordinance is titled the "City of Hinesville Mural Ordinance."

**SECTION 2-258: DEFINITIONS**

For the purpose of this Ordinance, the following definitions apply.

1. **“PUBLIC ART OR ART”**: Public art or art refers to an original artistic display sited and installed on the exterior of a building or structure in an area open and accessible (without cost) to the general public when used as a means of artistic expression.
2. **“MURAL”**: A mural refers to an original, “one-of-a-kind” artwork that is painted or directly applied to the exterior of a building or structure as sanctioned by the property owner. Illegal graffiti is not a mural, and a mural is not a sign under the City’s Sign and Zoning Ordinances. Any part of a mural that contains a commercial message shall not be included within the definition of “mural,” and shall, therefore, comply with applicable provisions of the City’s sign ordinance.
3. **“PROPERTY OWNER/AUTHORIZED AGENT”**: The property owner refers to the legal owner of the building or structure where the mural or public art is to be installed.
4. **“MURAL ARTIST”**: An individual artist or group responsible for creating the mural.
5. **“MAINTENANCE”**: Maintenance with respect to artwork means the required repairs or cleaning to keep a work of art in its intended condition, including preventative maintenance at scheduled intervals to curtail future deterioration and ordinary repairs and maintenance, including, but not limited to, painting, repair, or replacement.
6. **“APPLICANT”**: Any individual, group, association, or organization applying for a Mural Permit pursuant to this Ordinance.
7. **“PERMITTING AUTHORITY”**: For purposes of this Ordinance, the permitting authority shall be the City of Hinesville Downtown Development Authority, acting by and through the City Manager.
8. **“PRIMARY FACADE”**: Primary facade is the facade of the building which is most nearly parallel to the widest street to which the building faces. It is usually the exterior

structure which contains a principal pedestrian entrance, and is oriented to a street. For corner lots, the street facing side with the primary customer entrance is the primary facade.

9. **“MURAL PERMIT”**: Mural permit means a permit issued by the City to a private party or parties authorizing the painting of a mural on a building within the City of Hinesville.

10. **“MURAL PERMIT APPLICATION FEE”**: Mural permit fee means the application fee paid to the City to display an artist's work on a commercial, industrial, public, or private building within the City. The mural permit fee shall be established by the City Council, as may be amended from time to time.

11. **“APPLICATION FOR A MURAL PERMIT”**: At a minimum, each Mural Permit application shall contain the following:

- a. Signed application and payment (or proof of payment) of the Mural Permit Fee.
- b. Personal contact information of the applicant, artist, and property owner (i.e. home address, home telephone number, e-mail address, personal cellular telephone number, etc.).
- c. A summary of the artist's credentials, including photos of previous work, and professional references.
- d. Street address, location, and a scaled color drawing of the proposed mural.
- e. Written consent from the owner of the building to which the mural is to be applied.
- f. A statement that no compensation will be given to or received by the owner of the property for the right to display or right to place the mural on his/her property.

- g. A written maintenance schedule for the proposed mural, to include graffiti removal and repairs.
- h. Signed acknowledgement by the applicant that the mural will be maintained in a state of good repair, restoring damaged portions of the mural as needed.
- i. Signed acknowledgement by the applicant that the City, in its sole discretion, has the authority to repair, maintain, preserve, and/or conserve the mural, or alternatively, the authority to remove, alter, or destroy the mural if it is defaced and/or not repaired, maintained, and preserved in a timely manner, and to the City's satisfaction.
- j. Signed acknowledgement that the mural must be removed or otherwise covered at the applicant's expense if ordered to do so by the City for failure to properly maintain the mural.

**SECTION 5-259: COMPLIANCE/STANDARDS**

1. No artist, artist group or other entity may authorize, erect, construct, maintain, move, alter, place, or attach any mural to a building or similar structure within the municipality without (1) completing a Mural Permit Application, (2) submitting the proposed mural design for review by the Downtown Development Authority and other appropriate boards prior to Mayor and Council review, (3) securing approval of the mural design and location, and (4) paying the applicable permit fee. Such a permit shall be known as a "Mural Permit".

2. Artists, organizations, or individuals who wish to paint or create a mural must obtain written permission from the property owner and the support of adjacent property owners and/or businesses prior to receiving permission to install a mural. Paintings or murals

placed on property without the owner's consent and/or permission from the City are strictly prohibited and shall be considered illegal.

3. A mural must be located on only one facade of a building, except when the nature of the business is creative, artistic, or some other special circumstance is presented.

4. Murals may not be commercial in nature, and will not be permitted if the content is offensive or displays a clear and present danger or a breach of the peace. Also, murals may not depict negative images or beliefs relative to religion, political viewpoints, or other social issues.

5. Murals are strictly prohibited in traffic lanes. The mural should not cause pedestrians and/or drivers to be distracted, nor should it negatively impact the public safety and welfare of the community.

6. Murals must be completed by artists with prior experience, and must be appropriately scaled in comparison to the total wall surface to be covered.

7. Any licensed, copyrighted, or trademarked characters or likenesses used on murals must have permission from the holder or owner of the license, copyright, or trademark.

8. Murals must be applied utilizing weather resistant paint and/or materials.

9. The artist's signature may appear at the bottom of the mural, provided it is not so bold or obvious that it interferes with or detracts from the artwork itself.

10. Approved murals should display "Approved by the City of Hinesville" (or similar language) and dated at the bottom right-hand corner of the mural.

11. No approval for mural installation will be granted if there are outstanding code enforcement violations charged by the City on the property where the proposed mural is to be located.

12. Outstanding debts to the City must be paid in full prior to issuance of a mural permit to any applicant.

### **SECTION 5-260: PERMITTING PROCESS**

1. **Permit Required:** No person or entity shall install a mural on any property within the municipality without first obtaining a Mural Permit from the Permitting Authority, as set forth in Section 2.1 above.

2. **Application Process:** The Permitting Authority shall establish and publish guidelines and procedures for mural permit applications, including required documentation, application fees, review timelines, and appeal process.

3. **Review and Approval:** The Permitting Authority shall review mural permit applications based on criteria such as artistic merit, public safety, and compliance with this Ordinance. The permitting authority may consult with local artists or arts organizations during the review process.

4. **Public Input:** The Permitting Authority shall seek public input on proposed murals, especially those located in public spaces, to ensure community engagement and feedback.

### **SECTION 5-261: ELIGIBILITY AND REQUIREMENTS**

1. **Eligibility:** Property owners, artists, or community organizations may apply for mural permits.

2. **Design Standards:** Murals shall not violate federal, state, or local law, and shall adhere to design guidelines established by the Permitting Authority, including considerations for aesthetics, scale, location, and content. Murals shall not promote hate speech, obscenity, or illegal activities.

3 **Obscenity Law:** Murals must comply with the State's Obscenity law as defined by O.C.G.A. Section 16-12-80.

4. **Location:** The Permitting Authority shall specify permitted locations for murals, including public spaces, commercial areas, and residential neighborhoods. Additional zoning requirements may apply.

#### **SECTION 5-262: MURAL MAINTENANCE AND REMOVAL**

1. **Maintenance:** Property owners and artists are jointly responsible for the ongoing maintenance and preservation of murals, including repair and restoration as needed.

2. **Removal:** The permitting authority may require the removal of a mural if it poses a safety hazard, falls into disrepair, or if there is a change in property ownership. Removal costs shall be the responsibility of the property owner or artist.

#### **SECTION 5-263: PERMIT FEES**

1. **Fees:** The permitting authority may establish reasonable fees for mural permit applications, reviews, and inspections.

2. If installation of the mural has not taken place within twelve (12) months of the date of issuance of the Mural Permit, the permit is void and no further work on the mural may be done at the site until a new permit has been approved and a new Mural Permit Fee paid.

3. An approved mural permit may be extended by the Permitting Authority for no more than twelve (12) months if the applicant was unable to complete the mural for reasons beyond his/her control.

**SECTION 5-264: APPEALS PROCESS**

1. **Appeals:** An applicant whose mural permit application is denied or who disagrees with a decision made by the Permitting Authority may appeal the decision through an established appeals process.

**SECTION 5-265: ENFORCEMENT AND PENALTIES**

1. **Enforcement:** Violation of this Ordinance may result in warnings, fines, and/or the removal of the mural by the municipality.

**SECTION 5-266: SEVERABILITY**

1. **Severability:** It is hereby declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, each and every section, paragraph, sentence, clause, or phrase of this Ordinance is severable from every other section, paragraph, sentence, clause, or phrase of this Ordinance. It is hereby further declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this Ordinance is mutually dependent upon any other section, paragraph, sentence, clause, or phrase of this Ordinance. If any section or provision of this ordinance is found to be invalid or unenforceable, the remainder of the ordinance shall remain in effect.

**SECTION 5-267: EFFECTIVE DATE**

This ordinance shall become effective upon adoption by the Mayor and Council of the City of Hinesville, Georgia.

DULY ADOPTED THIS 17<sup>th</sup> DAY OF October 2024, BY THE MAYOR AND COUNCIL OF THE CITY OF HINESVILLE, GEORGIA.

Karl A. Riles  
Karl A. Riles, Mayor

Diana F. Reid  
Diana F. Reid, Councilmember

Jason R. Floyd  
Jason R. Floyd, Councilmember

Vicky C. Nelson  
Vicky C. Nelson, Mayor Pro Tem

Dexter L. Newby  
Dexter L. Newby, Councilmember

José Antonio Ortiz, Jr.  
José Antonio Ortiz, Jr., Councilmember

ATTEST:

Estella L. Roberson  
Estella L. Roberson, City Clerk  
Attestor



**HINESVILLE**  
DOWNTOWN DEVELOPMENT AUTHORITY



# HDDA Program Reports and Updates

## Staff Reports (page 6A)

- a. **Main Street District** -- attached (page 6B)  
AUG: 2 biz opened/expanded, +21 job, 2 biz closed, -12 jobs, 20 events, 500+ attendance, Investment: \$1.025M  
SEP: 4 biz opened/expanded, +11 job, 3 biz closed, -7 jobs, 14 events, 8,243 attendance, Investment: \$517,000  
OCT: 3 biz opened/expanded, +4 job, 9 biz closed, -13 jobs, 15 events, 27,022 attendance, Investment: \$ 1,464,752
  
- b. **Hinesville Farmers & Makers Market**  
30 Markets during 2024 season, Income \$12,901.50
  
- c. **Parks/Events –**  
**Bryant Commons** - Monthly report attached (page 6C-D) – report by  
JULY/FY24: Events 2/48 ytd, attendance 2,070/9,640 ytd, revenue \$2,710  
AUG/FY24: Events 5/53 ytd, attendance 395/10,035 ytd, revenue \$1,140  
SEP/FY24: Events 3/56 ytd, attendance 235/10,035 ytd, revenue \$120  
OCT/FY24: Events 3/59 ytd, attendance 6024/16,294 ytd, revenue \$1,200  
FY24-YEAR END: Events 59 ytd, attendance 16,294 ytd, revenue \$9,950 ytd  
  
**Bradwell Park** – report by  
JULY/FY24: Events 1/8 ytd, attendance 500/5,006 ytd, revenue \$85/\$585 ytd  
AUG/FY24: Events 0/8 ytd, attendance 0/5,006 ytd, revenue \$0/\$585 ytd  
SEP/FY24: Events 3/11 ytd, attendance 7,195/12,201 ytd, revenue \$350/\$935 ytd  
OCT/FY24: Events 4/15 ytd, attendance 19,395/31,596, revenue \$0/\$935 ytd  
FY24 YEAR END: Events 15 ytd, attendance 31,600 ytd (plus FM), revenue \$ 935ytd
  
- c. **Old Liberty County Jail –**  
JULY: 60 Visitors, 56 Volunteer Hours, \$7.50 Income  
AUG: 72 Visitors, 64 Volunteer Hours, \$44.00 Income  
SEP: 66 Visitors, 34 Volunteer Hours, \$26.00 Income  
OCT: 30 Visitors, 34 Volunteer Hours, \$8.50 Income  
FY24 YEAR END: 639 Visitors, 608 Volunteer Hours, \$685 Income
  
- d. **Historic Preservation Commission & Downtown Historic District**  
The HPC has three vacancies



	January		February		March		April		May		June		July		August		September		October		November		December	
	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Did you have a board mtg. this month?	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Did you or any board members participate in	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO	YES	NO
Program income	\$705	\$1,920	\$22,460	\$5,108.00	\$8,683	\$17,750	\$17,480	\$22,551	\$20,695	\$673	\$118,025													
Program expenses	\$5,931	\$6,538	\$3,137	\$4,971.00	\$6,566	\$7,450	\$7,450	\$17,384	\$23,740	\$7,920	\$91,087													
Downtown events	46	47	56	55	60	61	40	20	14	15	414													
Event attendance	15,767	581	2,067	9,386	3,082	3,188	2865	500	8243	27022	72701													
Volunteer hours	73	58	74	80	113	112	75	—	154	1117	1856													
New business openings	4	5	4	7	6	2	1	2	4	3	38													
Jobs from new business openings	13	7	24	12	11	8	1	21	11	4	112													
Business closings	3	3	4	11	1	0	1	2	3	9	37													
Jobs lost from business closings	6	7	34	31	1	0	6	12	7	13	117													
Business expansions or relocations	0	0	0	0	0	0	0	0	0	0	1													
Jobs resulting from expansions or relocations	0	0	0	0	0	0	0	0	0	0	0													
Total property sales (Commercial) (#/1-10)	0	0	0	0	0	0	0	0	0	0	0													
Private investment (Commercial) \$/value	\$0	\$0	\$0	\$0	\$399,00	\$0	\$0	\$599,000	\$0	\$1,258,000	\$2,256,00													
Total property sales (Residential) (#/1-10)	0	0	1	0	0	0	0	0	0	0	0													
Private investment (Residential) \$/value	\$0	\$0	\$208,450.	\$0.00	\$0	\$0	\$0	\$0	\$235,000	\$0	\$443,450													
New single-family units	0	0	0	0	1	0	0	0	0	0	1													
Value of new single-family units	\$0	\$0	\$0	\$0	\$303,88	\$0	\$0	\$0	\$0	\$0	\$303,882													
New multi-family units	0	0	0	0	0	0	0	0	0	0	0													
Value of new multi-family units	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0													
New townhomes	0	0	0	0	0	0	0	0	0	0	0													
New condos/lofts	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0													
New commercial buildings	0	0	0	0	0	0	0	0	0	0	0													
Value of new construction	\$0	\$0	\$0	\$0.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0													
Private rehab projects	3	5	2	5	1	2	4	1	3	7	33													
Total value of rehabs	\$153,640	\$65,150	\$63,360	\$267,461.	\$30,000	\$32,740	\$67,853	\$425,349	\$272,068	\$106,752	\$1,484,37													
Public improvement projects (DT City/County)	0	0	0	0	2	1	0	0	0	0	3													
Total value of public improvements	\$0.00	\$0	\$0.00	\$0.00	\$966,12	\$462,60	0	0	0	0	\$1,428,72													

**MAIN STREET REPORT**

- Downtown Events:
- New Downtown Businesses Opened:
- Business Closings Downtown:
- Business Relocations & Expansions: NONE
- Private Rehab Projects:
- Public Improvement Projects:
- Training:

# Bryant Commons Facility Summary Report - 2024

Fiscal Year 2024	Showings	Inquiries	Applications	Withdrew/Cancelled	Public Event	Public Event Attendance	Private Event Attendance	Meeting Attendance	Total Attendance
Nov - Jan	3	30	11	1	10	2311			2311
Feb-April	7	28	23	2	21	3281			3281
May - July	3	30	23	2	17	3,923	80		4,003
Aug.-Oct.			3			35			38
<b>Totals</b>	<b>13</b>	<b>88</b>	<b>60</b>	<b>5</b>	<b>48</b>	<b>9,550</b>	<b>80</b>		<b>9,633</b>
Date	Name of Event				Attendance	Venue Used	Staff Time	Hours in Use	Revenue
12/21/2024	Monika Gilliard Wedding				30	CAM		2	\$ 120.00
12/12/2021	Power Wheel Parade, Together We Rise				100	VH, STB, FP		5	\$ 255.00
12/14/2024	Pancakes with Santa				40	AWN, FPA		5	\$ 240.00
11/21/2024	Wedding				30	CAM, FPA		3	\$ 120.00
11/16/2024	Birthday Party				30	AWN, FPA		2	\$ 60.00
11/15/2024	Bravo Company SFRG Meeting				70	AMP, AWN, BPG,FPA		1.5	\$ 25.00
11/10/2024	Life Veterans Day Recognition				120	AWN, VMW, STA, PON		4.5	\$ 150.00
11/8/2024	Wedding				8	CAM, OAG		0.5	\$ 30.00
11/3/2024	1st Birthday Party				20	AWN		2	\$ 60.00
11/2/2024	Battle of the Bands				1500	AMP, VEH, FPA		9	\$ 250.00
11/2/2024	Veteran's Memorial Walk Citywide Yard Sale				0	AWN			\$ -
10/22-27/24	The Wall That Heals (Oct. 23-27)				4000	VH, AWN, STB, FP	8 during event	100	\$ 0
10/14-20/24	Hinesville Fair (Oct. 16-20)				2000	FP, VH		33	\$1,200.00
10/12/2024	Battle of the Pink and Purple Fun Run/Walk (10%)				0	WTL			
10/12/2024	Birthday Party				0	BPG			
10/12/2024	Anti-Bullying Rally				24	AWN, SIDEWALK		2	\$ 30.00
10/5/2024	The Shaken Team Customer Appreciation				75	AWN		3	\$ 270.00
9/21/2024	Veteran Fish Day and Car Show				150	AWN, VMW, OAG		6	
9/20/2024	POW/MIA Ceremony				45	VMW, AWN		2	
9/15/2024	Emerald Cove's Coronation Event				40	AWN,FPA		8	\$ 120.00
9/14/2024	Suicide Prevention Awareness (200 ppl)				0	FPA,AWN, WTL, VEH			
8/31/2024	Birthday Celebration				40	AWN		4	\$ 60.00
8/18/2024	Birthday Party				20	AWN		2	\$ 60.00
8/17/2024	Kings of the South				150	STA		4	\$ 720.00
8/3/2024	1st Birthday Party				35	AWN, FPA		4	\$ 300.00
8/2/2024	92nd Engineers' Bash to School Bash				150	AWN		3	
7/20/2024	Bacon Family Reunion				70	AWN		3	\$ 210.00
7/6/2024	The 912 Southern Blues Festival				2000	STA, FPA		6	\$ 2,500.00
6/30/2024	Chick Fil A Team Family Day				100	AWN, VEH		2	\$ 275.00
6/29/2024	5K Run/Walk				75	STA,FPA,AWN, WTL		3	
6/22/2024	Wedding				10	WTL		0.5	
6/22/2024	CAR SHOW (100 ppl)				0	STA,VEH,FPA			
6/22/2024	Birthday Party				20	AWN		4	\$ 150.00
6/16/2024	Prayer Service Bruch				60	BLA		2	\$ 45.00
6/15-6/16	Juneteenth Celebration Festival				500	STA,VEH,FPA,BPG, WTL,BLA	1	5	\$ 225.00
6/9/2024	Emerald Cove's Midreign and Daybattle				80	AWN, FPA		8	\$ 120.00
6/2/2024	Baby Shower				60	VEH, FPA		3	\$ 240.00
6/1/2024	Baby Shower				20	CAM		2	\$ 90.00
6/1/2024	Yard Sale				550	AWN		5	
6/1/2024	Welcome Home Party				35	VEH, FPA, AWN, BPG		5	\$ 100.00
5/29/2024	Memorial for Dr. Mark Mudd				150	CPA		1	
5/25/2024	May Mayhem				100	VEH, FPA		4	
5/25/2024	Wedding				8	OAG		0.5	
5/19/2024	Graduation Party (20 ppl)				0	AWN			
5/19/2024	Sleep in Heavenly Peace/Bed build				30	AWN, FPA		3	
5/18/2024	Community Cleanup/Litter Pickup				30	STA,VEH,FPA,BPG, WTL,BLA		3	
5/18/2024	Birthday Party				45	AWN, FPA		2	\$ 90.00
5/10/2024	Graduation Party (30 ppl)				0	AWN			

4/27/2024	Jessica's Baby Gender Reveal	12	OAG		6	\$ 25.00
4/27/2024	2nd Pastoral Anniversay Celebration	500	STA,VEH,FPA,BPG, AWN		6	\$ 240.00
4/19/2024	Earth Day Celebration	1000	STA,VEH,FPA,BPG, WTL,BLA	2	6	
4/18/2024	Gender Reveal	50	VEH,FPA		3	\$ 240.00
4/13/2024	Birthday Party	20	AWN		2	\$ 60.00
4/9/2024	Lewis & Clark Circus	412	VEH,FPA	0.5	12	
4/8/2024	Lewis & Clark Circus	412	VEH, FPA	0.5	12	\$ 500.00
3/30/2024	Birthday Party	30	AWN		1	\$ 30.00
3/29/2024	Recognition Ceremony	45	AWN	0.5	2	
3/27/2024	Birthday Party	20	AWN		2	\$ 60.00
3/19/2024	Wedding	8	VEH, AWN, VMW		1	\$ 30.00
3/16/2024	Client Appreciaion	250	BLA		4	\$ 360.00
3/14/2024	RTS Homes Field Day	20	AWN, VEH		6	\$ 135.00
3/16/2024	CAR SHOW	300	STA, AWN, VEH, FPA	1	7	\$ 200.00
3/9/2024	Birthday Party	30	AWN		2	\$ 60.00
3/2/2024	Cars for CASA	100	AWN,VMW	1	5	\$ 250.00
3/2/2024	Promotion Ceremony	30	AWN,VMW		3	
2/22/2024	Latino Cardio Dance Training	20	AWN		1	\$ 30.00
2/18/2024	Baby Shower	0	AWN			
2/4/2024	Drive in Movie	0	STA			
2/3/2024	Sleep in Heavenly Peace/Bed build	30	AWN, FPA		3	
1/6/2024	Org Day	49	AWN		3	\$ 25.00
1/5/2024	Org Day PT	40	VEH		2	
12/12/2023	Sleep in Heavenly Peace/Bed build	15	AWN		2	
11/19/2023	Birthday Party	0	AWN			
11/18/2023	Fall in the Park	1000	STA,VEH,FPA,BPG, WTL,BLA	4	8	
11/18/2023	Wellness Challenge	35	FPA	0.5	3	
11/17/2023	BCO Thanksgiving Luncheon	150	AWN	2	3	\$ 75.00
11/12/2023	Life Veterans Day Recognition	130	STA,BPG,AWN,PON	0.5	4	\$ 150.00
11/8/2023	Org Day	47	AWN,BPG	0.5	5	\$ 25.00
11/4/2023	Veteran Memorial Yard Sale	300	AWN	2	4	
11/4/2023	Battle of the Bands	525	STA,VEH,FPA	4	4	\$ 250.00
<b>TOTALS</b>		<b>18200</b>		<b>20</b>	<b>390</b>	<b>\$10,860.00</b>
<b>Previous Total</b>						
<b>2023</b>	<b>10,712</b>					
<b>2022</b>	<b>10,074</b>					
<b>2021</b>	<b>8,807</b>	<b>AMP - Amphitheater</b>	<b>DGP - Dog Park</b>	<b>PON - Pond Area</b>		
<b>2020</b>	<b>3,125</b>	<b>AWN - Awning</b>	<b>FPA - Field Parking</b>	<b>SHA - Shade Area</b>		
<b>2019</b>	<b>13,631</b>	<b>BLA - Back Lawn</b>	<b>GSP - Green Space</b>	<b>STA - Stage</b>		
<b>2018</b>	<b>18,509</b>	<b>BPT - Back Patio</b>	<b>MSM - Museum</b>	<b>STB - Stables</b>		
<b>2017</b>	<b>17,928</b>	<b>CAM - Camellia</b>	<b>OAG - OAK GROVE</b>	<b>VEH - Vendors Hill</b>		
<b>2016</b>	<b>10,952</b>	<b>CPA - Cisco Park</b>	<b>PAR - Parking</b>	<b>WTL - Walking Trail</b>		
<b>2015</b>	<b>8,240</b>	<b>BPG - Brambles Playground</b>		<b>VMW - Veterans Memorial Walk</b>		



**HINESVILLE**  
DOWNTOWN DEVELOPMENT AUTHORITY



# Director's Report

**TO: Hinesville Downtown Development Authority/ Main Street Board**  
**FR: Michelle K.W. Ricketson**  
**RE: Executive Director's Report**  
**DA: September to November 2024**



### Economic Restructuring/Development

- Planning ribbon cutting for Elegant Fashions on November 21.
- Michelle attended the Retail Summit in Statesboro coordinated by Georgia Power.
- We closed one of the RLF with Dulce Delicia!
- We were notified November 12 that GCF has decided not to financially participate in the Days Inn project.
- We are working with three budding businesses on their business plans and looking at locations in downtown.
- Michelle took the Supporting Small Businesses on Main Street course offered by Main Street America.
- Staff is working on letters to those who own vacant parcels and/or buildings ripe for redevelopment in downtown to ask about their intentions for this prime space.

### Design/Historic Preservation

- The Georgia Power Foundation awarded the 250 Liberty project a \$15,000 unrestricted grant for the semiquincentennial celebration!
- Met with the City Manager and the Director of Inspections regarding their vision for the mural ordinance application process.
- We found a craftsman who is willing to work with us to create the doors and shutters for the stables.
- Notified City Council that there are currently three vacancies on Historic Preservation Commission.
- Cleaned historic markers with the Historic Preservation Commission.
- The 92<sup>nd</sup> Engineer Battalion has agreed to assist with the labor for redecking the three bridges at the park, drainage and concrete work needed at Veterans Memorial Walk, and concrete/brick walkways for garden shed area. We will need to purchase the materials. We have the draft MOA from the Army, awaiting feedback from City administration.

### Organization/Management

- Dana Ingram and Michelle attended Georgia Downtown Association Conference in Thomasville, August 26-28.
- The Countywide Workshop in St. Simons Island, September 26-27 – the meeting was cancelled due to storms.
- FY25 budget requests were submitted and approved. The FY25 budget is in the financial section of the packet.
- The Main Street and Program Assistant positions were posted. Applications reviewed, and interviewed were conducted. Emma Faircloth (Main Street) and LaQrissua Bolton (Program Assistant) were selected. We have mixed emotions that Emma is leaving for a larger role at MWR. We are readvertising the Main Street position.
- Per the Bryant Commons JMB, we have been letting in workers for quotes and updates to the museum building.
- Shared information about starting a DDA with the City of Flemington.
- Worked with P.E.T.A. regarding the rescue of domestic duck(s) placed in the park.

### Promotions

- Work in planning for Shop Small Saturday: November 30.
- Pushed out call for sponsors and volunteers for The Wall That Heals. Designed marketing materials.
- Conducted logistics, setup, teardown and after-action meetings for Scarecrow Stroll & Sensory Central.
- 10<sup>th</sup> Annual Peanut Butter and Jelly Collection: 3,108 jars → 25,750 jars
- Billboard Campaign:
  - Sept: FM, Hispanic Heritage Festival, Scarecrow Stroll
  - Oct: Hispanic Heritage Festival, Pink Out the Market, The Wall That Heals, Scarecrow Stroll
  - Nov: Homeless Connect, Shop Small Saturday, Hinesville for the Holidays

# HDDA Goal Tracker: 2024 November

## **Priority # 1: Redevelopment at 133-135 S. Main Street**

- ✓ Made pitch to the County to allow the HDDA to develop a concept for the project.
- ✓ Board met to agree on a flexible concept for the space
- ✓ Architect Rendering & Cost analysis – in the works

DDA & City pitch to County leadership, then decide HDDA & City level of investment

Define relationship through an MOU

Conduct cost analysis: Decide to build to suit or white box

Conduct cost analysis: Evaluate lease, landlord, or sell it

Develop a pitch for project

Develop incentive packages to recruit the right businesses to activate this corner of downtown.

RFP for the buildout

## **Priority #2: Business Activation & Development**

- ✓ Develop an incentive package highlighting financial resources – new brochures
- ✓ Create a working inventory of downtown properties
- ✓ Revise façade brochure
- ✓ Working with local businesses on RLF applications

Attract more restaurants & activity after 5pm

Encourage minority and women-owned businesses

Develop a program to help businesses recruit and retain staff

Research feasibility of special tax district for additional funding for the HDDA

Develop new incentives for business owners and property owners

*Examples: waving of fees, advertising packages, job tax credits, building maint asst, bricks to clicks*

## **Priority #3: Redevelopment of Bryant Commons Amphitheater**

- ✓ Identify funding, \$1M in SPLOST
- ✓ Committee met to discuss desired look and features

RFP to work with a professional to determine venue features and design

Architect Rendering & Cost analysis

RFP for the buildout

## **Priority #4: Way Finding**

- ✓ Developed concept for the signage
- ✓ Inventory of current signage was done
  - Identified \$3,000 place making grant & write the grant application – in the works
  - Request quotes for the purchase new signs – in the works
  - Create templates for the new signs and get approval from the HDDA and City Council – in the works

Georgia Power Foundation, Inc.  
241 Ralph McGill Blvd  
Bin 10230  
Atlanta, GA 30308-3374



November 15, 2024

Mrs. Michelle Ricketson  
Executive Director  
Hinesville Downtown Development Authority  
115 East M.L.King, Jr. Drive  
Hinesville, GA 31313  
mrickets@hinesvilledowntown.com

Dear Mrs. Ricketson:

We are pleased to notify you that the Georgia Power Foundation has reviewed your request and decided upon a grant in the amount of \$15,000 to **Hinesville Downtown Development Authority**, for the 250Liberty celebration (no benefit/no participation). We have instituted electronic grantmaking; payments are made via ACH.

Please make certain all recognition or publicity concerning this pledge acknowledges Georgia Power Foundation, Inc.

By receiving these funds, you warrant that there has been no change in your I.R.S. tax classification as an organization described in Internal Revenue Service Code Sections 501(c)(3) and 509(a)(1), (2) or (3) or a governmental unit.

**Please send any acknowledgements, correspondence, and grant reports electronically to [gpcfoundation@southernco.com](mailto:gpcfoundation@southernco.com).**

We are glad that Georgia Power Foundation, Inc. could be of assistance to your organization and we extend our best wishes for continued success.

Sincerely,

A handwritten signature in cursive script that reads "Veronica E. Punch".

Veronica E. Punch  
Associate Executive Director



You are Invited

# GRAND OPENING & RIBBON CUTTING

*Elegant Fashions  
by Nadine, LLC*

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**THURSDAY, NOV 21 | AT 1:30PM**  
**445 ELMA G MILES PKWY, SUITE 102**



**HINESVILLE**  
DOWNTOWN DEVELOPMENT AUTHORITY