

Perry Downtown Development Authority

Minutes - February 24, 2015

1. Call to Order : Secretary/Treasurer Hillis called the meeting to order at 5:06 p.m.

Roll: Directors Hillis, Hayward, Lumpkin and Burnham were all present. Director Fountain was conferenced in by phone but did not vote.

Absent: Chairman Grossnickle and Director Jones.

Staff: Catherine Edgemon – Main Street Coordinator, Robert Smith – Economic Development Director, and Christine Sewell – Recording Clerk.

2. Invocation : was given by Director Burnham
3. Guests/Speakers : Don Moncrief – *Houston Home Journal*
4. Old Business – none

Director Hayward was introduced and welcomed as a new member of the board.

5. New Business
 - a. Review and approve January 27, 2015 minutes

Director Lumpkin motioned to approve the minutes as submitted; Director Burnham seconded; all in favor and was unanimously approved.

- b. Review and approve January 2015 financial statements

Director Lumpkin motioned to approve the financial statements as submitted; Director Burnham seconded; all in favor and was unanimously approved.

- c. Review of Milledgeville visit and BOOST program

Ms. Edgemon summarized the January visit to Milledgeville and the aspects of the program and provided information for implementation in Perry. Director Hillis asked how the program would be promoted. During discussion it was suggested contacting the Downtown Merchants Association, Chamber of Commerce, perhaps the use of pledge cards. It was noted pledges do not have to only come from those within the downtown district. It was recommended a thorough plan of introducing and enacting the program be laid out to ensure its success.

- d. Support for Perry branding initiative

Ms. Edgemon advised a request from the City was being made to partner boards for support of the branding initiative, which was part of the City's Master Plan; the committee overseeing the initiative had solicited proposals, with Chandler Thinks being recommended to lead the branding initiative. The Downtown Merchants Association, UPP, Perry Historical Society and the Perry Main Street Board have all elected to provide monetary support for the initiative. Mr. Smith noted in order for this initiative to be successful, bringing all community agencies under one

brand, and with the financial support of the agencies mentioned, as well as the DDA, it was favorable for Mayor and Council to fund the remainder of the cost. The board advised it will pledge \$5,000 for the branding initiative.

e. Discuss FY 2016 work plan and budget

Ms. Edgemon reviewed with the board the proposed FY 16 budget and noted the figures would depend on the level of funding provided by the City. She will draft the official work plan if the board approves the projects outlined in the budget. The board concurred with the figures as provided. Director Burnham motioned to approve as submitted; Director Lumpkin seconded; all in favor and was unanimously approved.

6. Chairman Items – none

7. Main Street Coordinator's Report

Ms. Edgemon reviewed the monthly report. A handout was provided on the upcoming March 12 lunch and learn program relating to customer service as sponsored by the Chamber and DDA. Ms. Edgemon advised, as a member of the Lions Club, as part of Georgia Cities Week (April 19-25), the club is looking into litter pickup as a community service project. She is asking other civic groups about participation in a cleanup day that week and the possibility of establishing a local cleanup camping, similar to Adopt A Mile. She will provide additional information for consideration of the DDA's participation.

8. Update on Perry Main Street Board, Inc.

Ms. Edgemon reviewed the monthly report, as well advised of the upcoming National Main Street Conference to be held in Atlanta from late March to the early part of April.

9. Certificates of Appropriateness issued – Ms. Edgemon provided a copy of the January report.

10. Adjourn – There being no further business the meeting was adjourned at 6:26 p.m.