

Perry Downtown Development Authority
City of Perry, Georgia
September 27 2016

5:00 pm

Perry City Hall – 2nd floor Conference room

Regular Meeting

AGENDA

1. Call to Order
2. Invocation
3. Guests/Speakers
4. Old Business
 - a. DDA Project Plan Memo from City Manager Gilmour
 - b. Discuss alley beautification designs
 - c. Discuss Perry Downtown Marketing and Promotion Plan
5. New Business
 - a. Approve August 23, 2016, minutes
 - b. Approve August 2016 financials
6. 2016 Work Plan review
7. Chairman Items
8. Main Street Coordinator's Report
9. Update on Main Street Board Advisory Board
10. Certificates of Appropriateness issued
11. Adjourn

The mission of the Perry Downtown Development Authority is to serve as a catalyst for economic growth and development in Perry's Downtown District.



Where Georgia comes together.

OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council
FROM: Lee Gilmour, City Manager *LG*
DATE: July 22, 2016
RE: DDA Project Plan

Following up on the July 21, 2016 joint meeting with the Perry Downtown Development Authority Board, the Administration suggests you consider the following.

1. Obtain from the Authority Board:
 - a. What is the public purpose and use of the alleys if obtained?
 - b. Will there be a concept design prepared for each alley?
 - c. What if a property owner refuses to donate the easement/property?
 - d. Will the businesses/property owners provide public access through the alleys?
 - e. What's the estimated cost of the improvements?
 - f. Where will those persons parking in the alley relocate to and are they willing to do so?
 - g. What about other services such as solid waste collection?
2. What is the overall plan or use for the 1021 Ball Street site? Is it worth preserving?
3. What role does the Council believe the DDA should have in improving properties?
4. The use of public property (i.e. Jaycee Building) should be left with Council with DDA providing suggestions.

I would recommend the DDA concentrate on the following.

1. Its primary role is to assist in the redevelopment of underutilized properties in the downtown district.
2. Examples of these are:
 - Develop a list of underutilized properties
 - Provide a series of tasks to improve said properties
 - Consult with property owners on ways to partner to improve the site.
 - Develop proposed property usage plan for district (i.e. retail, housing, etc.)
 - Provide recommendations to Council for regulatory processes, use of public property, public improvements, etc.
 - Assess Main Street marketing and promotion plan and develop joint process outlining each entity's role and responsibility.
 - Review and adjust downtown district master plan

This matter will be discussed at your August 1, 2016 work session.

cc: Mr. R. Smith
Ms. E. Edgemon

Promotion Committee member responsibilities:

- Markets downtown locally and regionally in accordance with City of Perry policy and brand
- Conducts retail promotions and image building, thereby encouraging increased traffic to downtown businesses
- Defines a marketable image of downtown and ensures continuity and quality in projecting and managing the image in downtown promotions
- Monitors effectiveness of promotional programs and events
- Recruits volunteers to implement promotional programs
- Establishes good working relationships with the Perry Downtown Merchants Association, Perry Area Chamber of Commerce, schools and other groups to promote downtown through promotions and events and assists those groups when appropriate
- Sells sponsorships and allocates funds for events hosted by the Main Street board or its committees
- Works to find new funding sources to offset the cost of other programs in Main Street's annual budget
- Monitors community and customer perceptions of downtown and works to counter negative perceptions by building positive ones
- Administers Main Street's matching media grant and memorial bench programs



To: DDA
From: Main Street Coordinator Catherine Edgemon
Date: Aug. 23, 2016
Re: Consider potential responses to Mr. Gilmour's questions

DDA mission, vision and responsibilities

Mission Statement

The mission of the Perry Downtown Development Authority (DDA) is to serve as a catalyst for economic growth and development in Perry's Downtown District.

Responsibilities

The Perry Downtown Development Authority is comprised of a volunteer Board of Directors appointed by the city council and managed by a full-time employee; board members are committed to the improvement and revitalization of downtown Perry. The board establishes the long-term vision and serves to accomplish those defined objectives.

The Perry Downtown Development Authority (DDA) is a public body created by the City of Perry for the purpose of promoting a climate favorable for the growth of new and existing businesses in our downtown.

Goals of the DDA are directed toward planning and management of development and improvement activities, business recruitment and retention activities, and capital improvement projects.

The Perry DDA advocates for downtown and supports downtown businesses in terms of:

- Acting as a liaison with city, county and state officials on behalf of downtown;
- Assisting property owners with improvement projects;
- Funding and managing downtown beautification programs (benches, planters, public streetscape improvements, redevelopment of public spaces, etc.);
- Actively recruiting businesses that complement the business mix and generate pedestrian traffic;
- Hosting programs on business recruitment incentive programs and other topics that support entrepreneurs and existing businesses;
- Addressing downtown challenges and implementing short-term solutions while considering long-term infrastructure improvements.

A Vision for Downtown Perry

The rhythm of Downtown Perry is progressive, charming, and sustainable—a destination for the next generation at the Crossroads of Georgia.

Community ownership, economic diversity and true viability are priorities of the Perry Downtown Development Authority in defining a new destination for work, play, culture and connectivity within the heart of middle Georgia.

Consider possible responses to Mr. Gilmour's questions

1. Alley

- a. **What is the public purpose and use for alleys if obtained?** Beautification project to create alternative pedestrian path on Ball Street alley and improved pedestrian and vehicular traffic for both Carroll Street alleys.
- b. **Will there be a concept design prepared for each alley?** Yes.
- c. **What if a property owner refuses to donate the easement/property?** Ask owner to consider donating easement for the road or walkway only and explain that one benefit is that the owner is no longer responsible for maintaining that portion of the alley.
- d. **Will businesses/property owners provide public access through the alleys?** Consider making it a condition of the easement or donation so that the public does not maintain property to which it has no access.

e. **What is the estimated cost of improvements?**

f. **Where will those persons parking in the alley relocate to, and are they willing to do so?** Parking is not available on Ball Street alley. Employees should still be able to park on the west Carroll Street alley (behind the Swanson). There is little space for parking on the east Carroll Street alley, and DDA would like to see construction of a parking deck near the New Perry Hotel, which could absorb parking for these displaced employees and those who might lose access to parking if some current spaces are built on.

g. **What about other services such as solid waste collection?** Trash pick could continue as it has with toters being placed behind lattice, vegetation or a fence to screen them.

2. **What is the overall plan or use for the 1021 Ball Street site?** Consider whether to assist property owner to improve site or to include purchase and demolition of existing building as part of alley project. Add bicycle parking, outdoor seating and potential artwork or fountain for downtown next to alley. This design would be done to integrate with the alley improvements.

4. **DDA will advise council on use of public property. Any suggestions for use of public property such as Jaycees site or others?** DDA could recommend considering creation of a new road between the proposed veterans' memorial park and Marion Street to redirect traffic after closing the block of Main Street by the water treatment facility. DDA could recommend demolition of the Jaycees building and construction of public restrooms if the area is secure enough. A dog park is another possible use.

DDA's primary role is to assist with redevelopment of underutilized properties in the downtown district. Examples:

- Develop list of underutilized properties ✓
- Provide series of tasks to improve said properties
- Consult with property owners on ways to improve sites
- Develop proposed property usage plan for district (i.e. retail, housing, etc.)
- Provide recommendations to council for regulatory processes, use of public property, public improvements, etc.
- Review and adopt draft marketing and promotion plan that outlines each entity's role and responsibility
- Review and adjust downtown district master plan (Robert removing Courtney Hodges from plan.)

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA



EXISTING Carroll Avenue South Alley

NOT FOR CONSTRUCTION
Conceptual view only
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City: Perry, GA
Project: Alley Beautification
Owner: City of Perry



Project ID: 1844

Drawn by: JMB
Checked by: CCF
Date: 7/12/16

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA

Overhead lights add interest and create a safer night-time experience for pedestrians

Brick accent creates continuity with surrounding street and invites pedestrians to enter alley



Planters with shade-tolerant shrubs and climbing vines add color and life to alley

New concrete creates cleaner appearance

PERSPECTIVE Proposed improvements to Carroll Avenue South Alley

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City: Perry, GA
 Project: Alley Beautification
 Owner: City of Perry



Project ID: 1846

Drawn by: MB
 Checked by: CF
 Date: 7/12/16

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA



EXISTING Carroll Avenue North Alley

NOT FOR CONSTRUCTION
Contract use only

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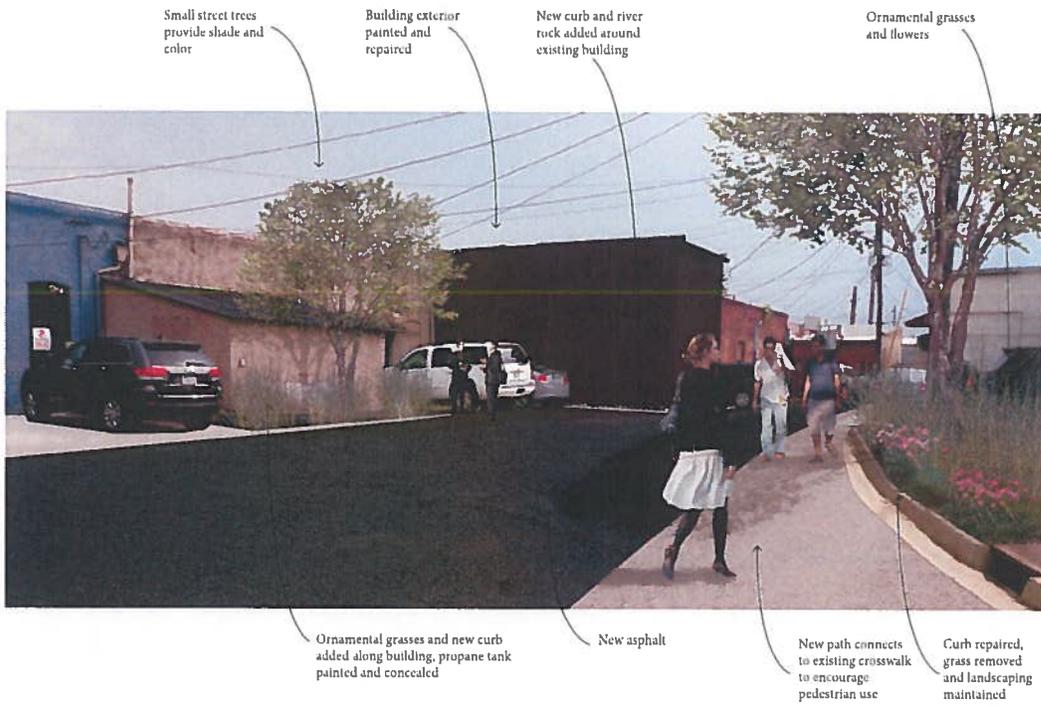
City: Perry, GA
Project: Alley Beautification
Owner: City of Perry



Project ID: 1844

Drawn by: AIB
Checked by: CF
Date: 7/12/16

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA



PERSPECTIVE Proposed improvements to Carroll Avenue North Alley

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 Conceptual only

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GEORGIA
THE GREAT STATE

City: Perry, GA
 Project: Alley Beautification
 Owner: City of Perry

Design prepared by
Georgia Community Affairs

Project ID: 1846

Drawn by: MB
 Checked by: CF
 Date: 7/12/16

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA



EXISTING. Ball Street North Alley

NOT FOR CONSTRUCTION
Conceptual use only

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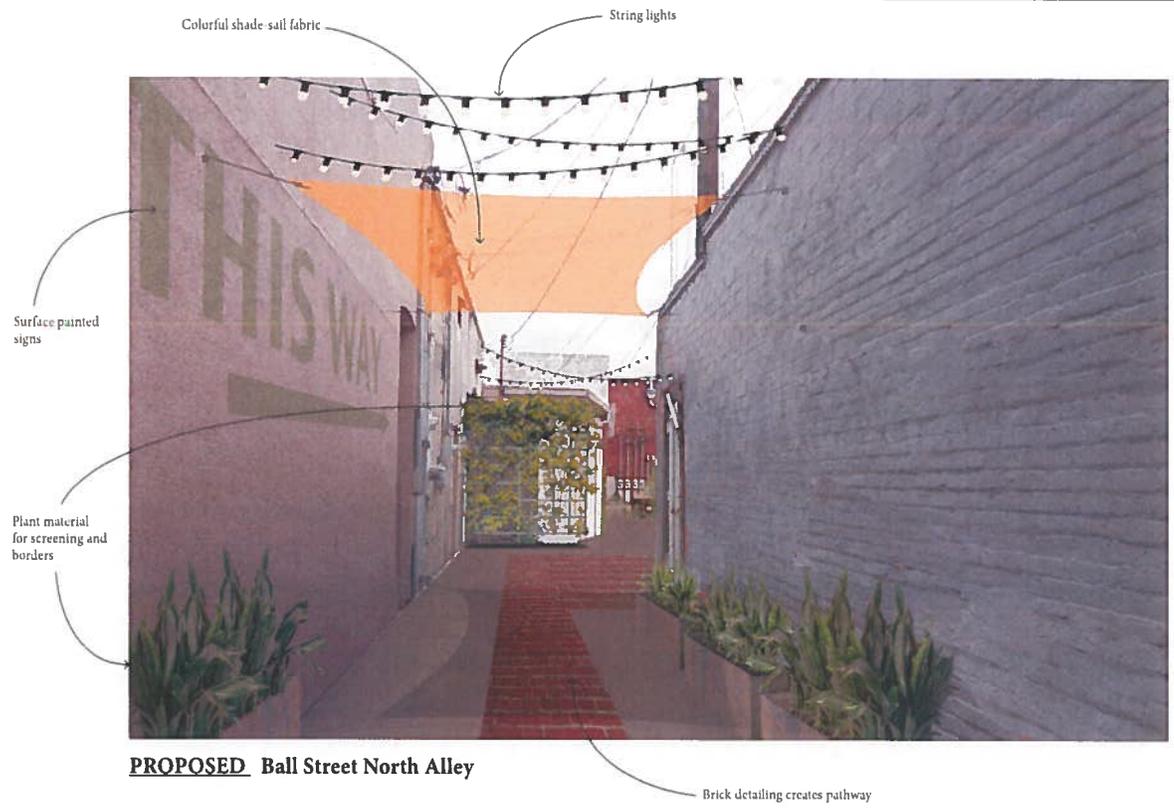
City: Perry, GA
Project: Alley Beautification
Owner: City of Perry



Project ID 1846

Drawn by: MB
Checked by: CF
Date: 7/12/16

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA



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 Conceptual view only

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City: Perry, GA
 Project: Alley Beautification
 Owner: City of Perry



Project ID: 1848

Drawn by: MBK
 Checked by: CFE
 Date: 7/12/16

DOWNTOWN ALLEY BEAUTIFICATION
City of Perry, GA

GETTING STARTED

A good first step in this project would be for the Main Street Program (or DDA or Public Works, etc) to sponsor a cleanup day in this area. Clearing out unwanted items and plant material would open up the space and reveal its potential as a useful and interesting corridor in downtown Perry.



EXISTING Ball Street Alley



EXISTING Ball Street Alley

NOT FOR CONSTRUCTION
Conceptual use only

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City: Perry, GA
Project: Alley Beautification
Owner: City of Perry



Drawings prepared by

Project ID: 1844

Drawn by: MB

Checked by: CF

Date: 7/12/16

Perry Downtown Marketing and Promotion Plan

The Perry Main Street Program assists the City of Perry in communicating the Perry's brand message that the city is "where Georgia comes together," markets Perry to residents and visitors as a historic area that offers an attractive experience for unique boutique shopping and local restaurant dining, and as a community that offers many incentives to support business recruitment, retention and expansion. The Perry Downtown Development Authority and the Perry Main Street Promotion Committee are primarily tasked with these efforts.

Perry Main Street Promotion Committee Responsibilities

The Promotion Committee, an arm of the Perry Main Street Advisory Board, adheres to the Main Street Four Point Approach. The committee's goals are to create a positive image that will renew community pride and to tell Perry's Main Street story to the surrounding area. Its activities "will communicate the commercial district's unique characteristics, cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors."

Perry Downtown Development Authority Responsibilities

The Perry Downtown Development Authority (DDA) Committee is the economic vitality arm of the Perry Main Street Program and is a public body created by the City of Perry to promote a climate favorable for the growth of new and existing businesses in our downtown. Goals of the DDA are directed toward planning and management of development and improvement activities, business recruitment and retention activities, and capital improvement projects.

The Perry DDA advocates for downtown and supports downtown businesses in terms of:

- Acting as a liaison with city, county and state officials on behalf of downtown;
- Assisting property owners with improvement projects;
- Funding and managing downtown beautification programs (benches, planters, public streetscape improvements, redevelopment of public spaces, etc.) and coordinates with the Perry Main Street Design Committee on these efforts;
- Actively recruiting businesses that complement the business mix and generate pedestrian traffic;
- Hosting programs on business recruitment incentive programs and other topics that support entrepreneurs and existing businesses;
- Addressing downtown challenges and implementing short-term solutions while considering long-term infrastructure improvements.

Perry Strategic-Master Plan

In 2014, the City of Perry undertook strategic and master plan initiatives to help the Council identify broad concepts in terms of developing a vision for future growth, as well as identifying specific and upcoming issues and challenges faced by the community.

Process participants included the City Manager, department heads, administrative support staff, and other key city officials; Houston Healthcare; Georgia National Fairgrounds and Agricenter, Perry Area Convention and Visitors Bureau, Perry Area Chamber of Commerce, Perry Arts Center Advisory Board, Perry Area Historical Society, Houston County Development Authority, Perry Planning Commission, Houston County Board of Commissioners, Houston County Board of Education, Perry Downtown Development Authority, Perry Main Street Program, Perry Housing Team/Georgia

Initiative for Community Housing, 21st Century Partnership, Georgia Department of Transportation, Middle Georgia Regional Commission, ESG Operations, Perry-Houston County Airport Authority and Central Georgia Technical College, with guidance from the Carl Vinson Institute of Government.

The purpose of Perry's Master Plan was to develop a vision for growth for both downtown Perry and the key corridors to and from I-75 and the Georgia National Fairgrounds. Identifying ways to get people attending fairground events or traveling on I-75 to stop and spend time and money in Perry was a key focus.

After identifying these broader goals in the Master Plan, the Mayor and Council drilled down to develop and finalize a new vision statement for the City of Perry, as well as adopt six priority areas and develop priority statements for each, detailing the value and importance of each of the six areas to Perry's future growth. Those six areas included: 1) Recreation and Leisure, 2) Diverse Revenue Sources, 3) Planning, Engagement and Partnership, 4) Community Development, 5) Service Provision, and 6) Economic Development. The document that outlines the goals in each of those specific areas and identifies potential implementation partners is the Strategic Plan; the plans are so closely related that they are referred to collectively as the Strategic-Master Plan.

Perry Main Street and DDA were identified as potential partners to assist the City in achieving the following promotion and marketing goals:

- 3.2.6 Support the growth of commercial and industrial corridors
- 4.2.4 Develop and implement a wayfinding signage campaign
- 4.2.5 Implement findings of master plan, based on community input and participation
- 4.2.10 Enhance downtown development district to increase options for loft housing, dining options
- 6.2.2 Develop consolidated marketing plan to cross-promote events at Georgia National Fairgrounds and Agri-center and downtown Perry where feasible
- 6.3.1 Recruit small business and/or restaurants to fill gap in current business mix in downtown
- 6.3.3 Expand downtown development district through infill development and/or catalytic redevelopment project for mixed-use projects
- 6.3.4 Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable
- 6.3.5 Leverage alternative funding mechanisms, incentives and special tax districts, as appropriate, to fund economic growth and redevelopment activities, such as Tax Allocation District (TAD)s, Business Improvement District (BID)s, Community Improvement District (CID)s, Enterprise Zone, etc.
- 6.3.8 Develop downtown business inventory and market analysis to facilitate desired business mix
- 6.3.9 Market Perry to surrounding communities

The Perry Downtown Marketing and Promotion Plan incorporates goals from the current work plans of the Main Street Advisory Board's Promotion Committee and DDA, as well as provides suggestions for other projects and initiatives the boards can pursue to support the City's efforts.

Adopted:

_____ by Perry Main Street Promotion Committee
_____ by Perry Downtown Development Authority

| GOAL | STRATEGY/ EXPLANATION | TIME FRAME | ONGOING | RESPONSIBILITY | COST |
|--|---|---------------|---------|--|------------------------------|
| PROMOTION | | | | | |
| • Market Perry to surrounding communities | | | | | |
| 1) Administer matching media grant, memorial bench programs | Promote program, assist businesses in advertising | | X | Promotion Committee, administration by program manager | \$2,000 restricted |
| 2) Manage calendar for First Friday, other downtown events (partner with three organizations) | Promote, support other organizations' events | | X | Promotion Committee, organizing group's volunteers, program manager, Merchants Association, media, vendors, | |
| 3) Offer financial incentive to businesses open for First Fridays, other night events | Explore giving away \$100 gift card to encourage participation | | X | Promotion Committee, Merchants Association | |
| 4) Promote parades, Sweets and Treats, Dogwood Festival, state fair and downtown events hosted by other groups that benefit downtown | Promote events through media, advertising, social media, newsletters and offer prizes at events | | X | Promotion Committee, Merchants Association, media, FYI newsletter, city and downtown websites, program manager, Perry Area Chamber of Commerce, schools and other groups | \$300 prize money restricted |
| 5) Partner with Merchants Association on Small Business Saturday, passport program | Promote downtown businesses for holiday shopping | 11/30/16 | | Promotion Committee, Merchants Association, media | \$1,000 |
| 6) Purchase billboard, magazine advertising | Promote Perry in region | | X | Promotion Committee, program manager, city | \$4,000 |
| 7) Review downtown special event applications and provide feedback for administration | Evaluating events to ensure quality, safety | | X | Promotion Committee, administration, council | |
| 8) Monitor effectiveness of promotional programs, events | Evaluating events to ensure quality, safety | | X | Promotion Committee, administration, council | |
| 9) Market downtown locally and regionally in accordance with City of Perry policy and brand | Promote Perry brand | | X | Community partners, city | |
| 10) Get new brand message on Explore Georgia website and in regional tourism promotions and publications | Promote Perry brand | | X | Community partners, city | |

| | | | | | | |
|---|--|--|---|---|--|---------|
| restaurants, hotels and businesses with package deals (tickets to events, hotel room discounts, discounts at participating restaurants, etc.) | | | | | | |
| 2) Promote collaboration with GNFA, PDMA to cross-promote PDMA, Welcome to Perry events | Market with GNFA, PDMA on events, trails, etc. | | X | Main Street board, Promotion Committee, program manager, GNFA, PDMA | | |
| 3) Develop apps and podcasts to show virtual tours of downtown for GNFA visitors to see | Market with GNFA on events, trails, etc. | | X | Main Street board, Promotion Committee, program manager, GNFA, PDMA | | |
| 4) Collaborate with GNFA and Perry CVB on community branding implementation | Market with GNFA, CVB on events, trails, etc. | | X | Main Street board, Promotion Committee, program manager, GNFA, PDMA | | |
| 5) Coordinate with PDMA to staff info, coupon table for downtown businesses during major GNFA events | Market with GNFA on events, trails, etc. | | X | Main Street board, Promotion Committee, program manager, GNFA, PDMA | | |
| • Develop and implement a wayfinding signage campaign | | | | | | |
| 1) Include master plan suggestions in to logo, brand | Brand and market Perry | | X | Main Street board, Promotion Committee, DDA, Branding Committee, PDMA | | \$1,000 |
| • Implement findings of master plan, based on community input and participation | | | | | | |
| • Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable | | | | | | |

DOWNTOWN DEVELOPMENT AUTHORITY

| GOAL | STRATEGY/ EXPLANATION | TIME FRAME | ONGOING | RESPONSIBILITY | COST |
|---|--|---------------|---------|--|----------|
| <ul style="list-style-type: none"> • Develop downtown business inventory and market analysis to facilitate desired business mix • Support the growth of commercial and industrial corridors • Enhance downtown development district to increase options for loft housing, dining options • Recruit small business and/or restaurants to fill gap in current business mix in downtown • Expand downtown development district through infill development and/or catalytic redevelopment project for mixed-use projects | | | | | |
| 1) Maintain and update downtown building/business inventory | Maintain and update list of buildings, businesses | | X | Program manager, Community Development | |
| 2) Conduct, update parcel assessment | Assess district properties | | X | Program manager, economic development director | |
| 3) Implement 2015 retail/housing gap market analysis suggestions | Target businesses based on leakage study and market properties and target specific prospects | | X | Economic development director, program manager, DDA, Houston County Development Authority, ECG, Georgia Power, GDEcD, Georgia EMC, SBDC | |
| 4) Prepare business recruitment plan/packet | Use information for business recruitment | 9/15/16 | | Economic development director, program manager, DDA, GDEcD, Houston County Development Authority, ECG, Georgia Power and Georgia EMC | |
| 5) Develop starting business manual for entrepreneurs | Recruit businesses, grow entrepreneurship | 12/31/16 | | Program manager, economic development director, SBDC | |
| 6) Promote recruitment of minority-owned businesses | Recruit businesses, grow entrepreneurship | 12/31/16 | | Economic development director, program manager, DDA, Houston County Development Authority, ECG, Georgia Power, GDEcD, Georgia EMC and SBDC | |
| 7) Assist owner with marketing, loans and improvements to redevelop New Perry Hotel | Support redevelopment of only National Register property in downtown | 12/31/17 | | MS, DDA, economic development director, program manager, Georgia Power, building authority, SBDC, HPD tax credits and GDEcD | |
| 8) Professional fees for engineer, architectural drawings for alley acquisition/improvement project | Make alleys more attractive, safer and pedestrian friendly | 6/30/16 | | Program manager, economic development director, DDA and city | \$15,000 |

• Leverage alternative funding mechanisms, incentives and special tax districts, as appropriate, to fund economic growth and redevelopment activities, such as Tax Allocation District (TAD)s, Business Improvement District (BID)s, Community Improvement District (CID)s, Enterprise Zone, etc.

| | | | | | |
|---|---|--|---|---|--------------------|
| 1) Promote Opportunity Zone and other development incentives | Encourage business recruitment, retention | | X | DDA, economic development director, program manager | |
| 2) Promote local revolving loan fund, find additional funds | Offer financing for new, expanding businesses | | X | DDA | \$25,000 (reserve) |
| 3) Promote and recruit members for BOOST program, award funds | Offer micro-grants from crowd funding | | X | DDA serves as pass-through agency for grants | (\$5,000) |

• Market Perry to surrounding communities

| | | | | | |
|--|---|----------|---|--|-------|
| 1) Outreach - educational programs for businesses, BOOST promotional materials | Partner with Chamber to offer workshops on customer service, etc. | 5/30/16 | | DDA, Chamber | \$400 |
| 2) Implement branding initiative | Brand community | | X | DDA/MS, GNFA, city, CVB, Chamber, PDMA | |
| 3) Install way-finding signage to direct visitors to downtown, study murals promoting brand | Brand community | | X | DDA/MS, GNFA, city, CVB, Chamber, PDMA, Design Committee, Public Arts Commission | |
| 4) Work with PDMA to promote events in downtown during regional events | Demonstrate thriving downtown to business prospects | | X | Promotion Committee, DDA, PDMA | |
| 5) Set up radio, TV, newspaper, online and billboard advertising campaign to promote GNFA and downtown major events, restaurants, hotels and businesses with package deals | Offer tickets to events, restaurant and hotel room discounts, etc. to increase traffic to businesses, demonstrate thriving downtown to business prospects | | X | Promotion Committee, DDA, PDMA | |
| 6) Market community as convention/conference destination | Grow tourism economy, recruit upscale hotels | | X | CVB, DDA, economic development director, program manager | |
| 7) Develop apps and podcasts for virtual tours of downtown | Market community to visitors, prospects | 12/31/17 | | CVB, DDA, economic development director, program manager | |

• Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable

Perry Downtown Development Authority

Minutes - August 23, 2016

1. Call to Order: Chairman Fountain called the meeting to order at 5:05 p.m.

Roll: Chairman Fountain; Directors Burnham, Hillis, Jones, Aydelott, and Ford were present.

Absent: Director Lumpkin

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 – none

*Director Jones arrived at 5:13 p.m.

4. Old Business
 - a. Discuss P3- Public Private Partnerships PowerPoint

Director Aydelott provided a review of a PowerPoint presentation by bond attorney Dan McRae on how a development project was done. Discussion ensued among the board on a potential project that would need to be identified, as well as courting a developer for a project. Discussion also involved the various options and incentives, such as tax credits, the options the DDA could offer, etc. The board took the information under advisement to pursue avenues for contacting a developer and a potential project.

- b. DDA Project Plan Memo from City Manager Gilmour
- c. Discuss alley beautification designs

Chairman Fountain recommended tabling both items until a survey was completed; the board concurred.

- d. Discuss alley survey quotes

Ms. Edgemon advised two quotes were received: one from Ocmulgee, Inc. in the amount of \$5,000 and the other from Jones Surveying in the amount of \$4,800. Ms. Edgemon advised per the City Attorney that any board member who owns or has an interest in property in the area to be surveyed shall be ineligible to vote; therefore, Chairman Fountain, Directors Burnham, Jones and Hillis abstained from voting.

Director Aydelott motioned to accept the low bid from Jones Surveying in the amount of \$4,800 for the alley surveys; Director Ford seconded; and was unanimously approved.

5. New Business
 - a. Approve July 26, 2016, minutes

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

b. Approve July 2016 financials

Director Aydelott motioned to approve the financials as submitted; Director Jones seconded; all in favor and was unanimously approved.

c. Discuss Perry Downtown Marketing and Promotion Plan

Ms. Edgemon provided information on the plan, which detailed the functions of the Main Street Promotion Committee and the DDA so there is no confusion and a clear understanding of each of the entities' functions. An updated work plan was also provided including FY 2017 work plan items and additional possible tasks that would assist the City in accomplishing the goals outlined in the strategic-master plan. Discussion ensued on the marketing of downtown with questions on how to capitalize on the renovation of the New Perry Hotel and how to conquer the critical mass concept for growth, as well as expanding the footprint of downtown to encourage growth. The board was tasked to review and bring back suggestions at the next meeting.

6. FY 2017 Work Plan review
7. Chairman Items – none
8. Main Street Coordinator's Report – Ms. Edgemon reviewed the report.
9. Update on Main Street Board Advisory Board – Ms. Edgemon reported on the recent BOOST grant awards.
10. Certificates of Appropriateness issued – Ms. Edgemon reviewed the report.
11. Adjourn – There being no further business to come before the board, the meeting was adjourned at 6:14 p.m.

**Downtown Development Authority
Balance Sheet
August 31, 2016**

| | General Fund | Capital Projects Fund | Total Governmental Funds |
|--|---------------------|--------------------------|--------------------------------|
| Assets | | | |
| Cash & Cash Equivalents | 47,828.69 | \$ - | \$ 47,828.69 |
| Interest Receivable | | - | - |
| Rent Receivable | - | - | - |
| Receivable | - | - | - |
| Due from Other Funds | - | - | - |
| Total Assets | \$ 47,828.69 | \$ - | \$ 47,828.69 |
| Liabilities and Fund Balances | | | |
| Liabilities | | | |
| Accounts Payable | \$ - | \$ - | \$ - |
| Due to City of Perry | - | - | - |
| Due to Other Funds | - | - | - |
| Total Liabilities | \$ - | \$ - | \$ - |
| Fund Balances | | | |
| Reserved for | | | |
| Capital Outlay | \$ - | \$ - | \$ - |
| Uptown Perry Partnership | - | - | - |
| BOOST | 2,650.00 | - | 2,650.00 |
| Benches | - | - | - |
| Unreserved | 45,178.69 | - | 45,178.69 |
| Total Fund Balances | \$ 47,828.69 | \$ - | \$ 47,828.69 |
| Total Liabilities and Fund Balances | \$ 47,828.69 | \$ - | \$ 47,828.69 |

**DOWNTOWN DEVELOPMENT AUTHORITY
BUDGET TO ACTUAL SUMMARY
AS OF AUGUST 31, 2016**

General Fund

| | <u>Total</u> | <u>Budget</u> | <u>Variance</u> |
|---------------------------------|---------------------|----------------------|---------------------|
| Revenue | | | |
| Intergovernmental | \$ 2,000.00 | \$ 15,800.00 | \$ 13,800.00 |
| Donation | - | | |
| Donation - BOOST | 400.00 | \$ - | |
| Revolving Loan | - | 25,000.00 | 25,000.00 |
| Tram Ad | 120.00 | 500.00 | |
| Memorial Bench | 100.00 | - | (100.00) |
| Interest | 31.20 | 200.00 | 168.80 |
| Total Revenues | <u>\$ 2,651.20</u> | <u>\$ 41,500.00</u> | <u>\$ 38,848.80</u> |
| Expenditures | | | |
| Coordination | 785.92 | \$ 3,800.00 | \$ 3,014.08 |
| Environment | - | 15,000.00 | 15,000.00 |
| Economic Recruitment | 1,100.00 | 25,400.00 | 24,300.00 |
| Total Expenditures | <u>\$ 1,885.92</u> | <u>\$ 44,200.00</u> | |
| Excess (deficiency) | <u>\$ 765.28</u> | <u>\$ (2,700.00)</u> | |
| Transfer In | | | |
| Fund Balance - Beginning | | | |
| Fund Balance - Restricted | \$ 3,300.00 | 62,400.00 | |
| Fund Balance - Revolving Loan | - | 25,000.00 | |
| Fund Balance - Unrestricted | 43,763.41 | \$ 17,500.00 | |
| Total Fund Balance - Beginning | <u>\$ 47,063.41</u> | <u>\$ 104,900.00</u> | |
| Fund Balance - Ending | | | |
| Fund Balance - Restricted | \$ 2,600.00 | \$ 62,400.00 | |
| Fund Balance - Unrestricted | \$ 45,228.69 | \$ 14,800.00 | |
| Total Fund Balance - Ending | <u>\$ 47,828.69</u> | <u>\$ 77,200.00</u> | |

Operating Account Summary

| <u>Date</u> | <u>Activity Description</u> | <u>Check Number</u> | <u>Amount</u> |
|-------------|--|---------------------|------------------|
| | Beginning Balance | | 47,063.41 |
| 07/05/2016 | Houston Publishers | | (73.08) |
| 07/11/2016 | ComSouth Tram Ad | | 70.00 |
| 07/11/2016 | Chick-fil-a Tram Ad | | 50.00 |
| 07/14/2016 | BOOST Donation (PDMA) | | 200.00 |
| 07/15/2016 | July Allocation | | 1,000.00 |
| 07/29/2016 | VOID | 3175 | - |
| 07/29/2016 | Better Books Online (BOOST) | 3176 | (500.00) |
| 07/29/2016 | Amazon (BOOST Grant) | 3177 | (350.00) |
| 07/29/2016 | Dollar Tree (Boost supplies) | 3178 | (12.84) |
| 07/31/2016 | July Interest | | 15.59 |
| 08/02/2016 | Perry Main Street (T Hayward Memorial Bench) | 3179 | (500.00) |
| 08/02/2016 | Merchant Data Services | 3180 | (250.00) |
| 08/08/2016 | August Allocation | | 1,000.00 |
| 08/08/2016 | Bank of Perry Donation (Hayward Bench) | | 100.00 |
| 08/11/2016 | BOOST Donation - Houston Home Journal | | 200.00 |
| 08/16/2016 | Perfect Pear (Joint Meeting) | 3181 | (200.00) |
| 08/31/2016 | August Interest | | 15.61 |

Balance as of 7/31/2016

47,828.69

**The City of Perry
Reconciliation of Bank Statement for
Downtown Development Authority Security Bank
As of August 31, 2016**

Brenda King

| | |
|------------------------------------|--------------------|
| Balance per Bank Statement | 11,739.89 |
| Plus deposits not on statement | 0.00 |
| Less outstanding checks (Payables) | |
| Ck #3176 | (500.00) |
| Ck #3177 | (350.00) |
| Reconciled bank statement balance | 10,889.89 |
| Balance per transaction register | <u>10,889.89</u> |
| Difference | <u><u>0.00</u></u> |

STATE BANK
& Trust Company

P.O. Box 4748
Macon, GA 31208-4748

Phone: 800.414.4177
www.stateBT.com

Member FDIC 

00001019-0004073-0001-0002-FIMR0000370831166454

CITY OF PERRY
DOWNTOWN DEVELOPMENT AUTHORITY
P O BOX 2030
PERRY GA 31069

Page **1 of 2**
Primary Account: 1000047009
Statement Period: 08/01/16 - 08/31/16
Number of Images 6

MICRO BUSINESS CHECKING

| | | | |
|--------------------|------------|------------------------------|----------------------|
| Account Number | 1000047009 | Statement Dates | 8/01/16 thru 8/31/16 |
| Previous Balance | 11,402.73 | Days in the statement period | 31 |
| 2 Deposits/Credits | 1,300.00 | Average Ledger | 11,685.46 |
| 4 Checks/Debits | 962.84 | Average Collected | 11,656.43 |
| Service Charge | .00 | | |
| Interest Paid | .00 | | |
| Current Balance | 11,739.89 | | |

Deposits and Additions

| Date | Description | Serial | Amount |
|------|-----------------|--------|----------|
| 8/08 | Regular Deposit | | 1,100.00 |
| 8/12 | Regular Deposit | | 200.00 |

Checks (In Number Order)

| Date | Serial | Amount | Date | Serial | Amount | Date | Serial | Amount |
|------|--------|--------|------|--------|--------|------|--------|--------|
| 8/02 | 3178 | 12.84 | 8/11 | 3180 | 250.00 | | | |
| 8/04 | 3179 | 500.00 | 8/22 | 3181 | 200.00 | | | |

* Denotes missing check number

Daily Balance Information

| Date | Balance | Date | Balance | Date | Balance |
|------|-----------|------|-----------|------|-----------|
| 8/01 | 11,402.73 | 8/08 | 11,989.89 | 8/22 | 11,739.89 |
| 8/02 | 11,389.89 | 8/11 | 11,739.89 | | |
| 8/04 | 10,889.89 | 8/12 | 11,939.89 | | |

00001019-0004073-0001-0002-FIMR0000370831166454



STATE BANK
& Trust Company

1000047009

08/31/2016

PAGE

2 of 2

| | | | |
|-------------|--|--------|----------|
| DATE | 08/18/16 | AMOUNT | 1,100.00 |
| DESCRIPTION | STATE BANK | | |
| ACCOUNT | CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY | | |
| MEMO | STATE BANK & Trust Company | | |

DEPOSIT TICKET
CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY
P O BOX 2329
PERRY, GA 31705

STATE BANK & Trust Company

\$ 1,100.00

⑆3501⑆1⑆0⑆1⑆: ⑆000047009⑆ 39

08/08/2016 \$1,100.00

| | | | |
|-------------|--|--------|--------|
| DATE | 08/12/16 | AMOUNT | 200.00 |
| DESCRIPTION | STATE BANK | | |
| ACCOUNT | CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY | | |
| MEMO | STATE BANK & Trust Company | | |

DEPOSIT TICKET
CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY
P O BOX 2329
PERRY, GA 31705

STATE BANK & Trust Company

\$ 200.00

⑆3501⑆1⑆0⑆1⑆: ⑆000047009⑆ 39

08/12/2016 \$200.00

CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY 3178
P O BOX 2329
PERRY, GA 31705

DATE July 29, 2016

PAY TO THE ORDER OF Rolla Ten

FOR DEPOSIT ONLY

STATE BANK & Trust Company

\$ 12.84

⑆003178⑆ ⑆06⑆1⑆04⑆23⑆: ⑆000047009⑆

08/02/2016 3178 \$12.84

CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY 3179
P O BOX 2329
PERRY, GA 31705

DATE August 2, 2016

PAY TO THE ORDER OF City of Perry Main Street

FOR DEPOSIT ONLY

STATE BANK & Trust Company

\$ 500.00

⑆003179⑆ ⑆06⑆1⑆04⑆23⑆: ⑆000047009⑆

08/04/2016 3179 \$500.00

CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY 3180
P O BOX 2329
PERRY, GA 31705

DATE August 3, 2016

PAY TO THE ORDER OF State Merchants Services

FOR DEPOSIT ONLY

STATE BANK & Trust Company

\$ 250.00

⑆003180⑆ ⑆06⑆1⑆04⑆23⑆: ⑆000047009⑆

08/11/2016 3180 \$250.00

CITY OF PERRY DOWNTOWN DEVELOPMENT AUTHORITY 3181
P O BOX 2329
PERRY, GA 31705

DATE August 16, 2016

PAY TO THE ORDER OF Project Lead Consulting LLC

FOR DEPOSIT ONLY

STATE BANK & Trust Company

\$ 200.00

⑆003181⑆ ⑆06⑆1⑆04⑆23⑆: ⑆000047009⑆

08/22/2016 3181 \$200.00

00001019-0004075-0002-0002-FIMR0000370601184541000010191-000004077



**The City of Perry
Reconciliation of Bank Statement for
Downtown Development Authority Security Bank
As of August 31, 2016**

Brenda King

| | |
|--------------------------------|-----------|
| Balance per Bank Statement | 36,938.80 |
| Plus deposits not on statement | 0.00 |

| | |
|-----------------------------------|--------------------|
| Reconciled bank statement balance | 36,938.80 |
| Balance per transaction register | <u>36,938.80</u> |
| Difference | <u><u>0.00</u></u> |

STATE BANK
& Trust Company

P.O. Box 4748
Macon, GA 31208-4748

Phone: 800.414.4177

www.stateBT.com

Member FDIC



00004202-0008403-0001-0001-FIMR0000370831166451

CITY OF PERRY
DOWNTOWN DEVELOPMENT AUTHORITY
P O BOX 2030
PERRY GA 31069

Page **1 of 1**
Primary Account: 1000046993
Statement Period: 08/01/16 - 08/31/16
Number of Images 0

COMMERCIAL MONEY MARKET ACCT

| | | | |
|------------------|------------|--------------------------------|----------------------|
| Account Number | 1000046993 | Statement Dates | 8/01/16 thru 8/31/16 |
| Previous Balance | 36,923.19 | Days in the statement period | 31 |
| Deposits/Credits | .00 | Average Ledger | 36,923.19 |
| Checks/Debits | .00 | Average Collected | 36,923.19 |
| Service Charge | .00 | Interest Earned | 15.61 |
| Interest Paid | 15.61 | Annual Percentage Yield Earned | 0.50 % |
| Current Balance | 36,938.80 | 2016 Interest Paid | 122.65 |

Deposits and Additions

| Date | Description | Serial | Amount |
|------|------------------|--------|--------|
| 8/31 | Interest Deposit | | 15.61 |

Daily Balance Information

| Date | Balance | Date | Balance | Date | Balance |
|------|-----------|------|-----------|------|---------|
| 8/01 | 36,923.19 | 8/31 | 36,938.80 | | |

00004202-0008403-0001-0001-FIMR0000370831166451(00004202)-000008405



Main Street Coordinator Monthly Report for August 2016

Highlights of completed and/or upcoming project and task highlights

- Prepared agendas, reviewed minutes and attended DDA, Main Street and 4 Points committee meetings
- Sent DDA info to Brenda King for financial report she prepares
- Helped to prepare info for FYI newsletter and weekly City Hall TV announcements
- Attended council work session to present event procedures – 8/1
- Ordered memorial bench plaque for Tish Hayward – 8/2
- Prepared draft bid request for alley survey – 8/2
- Worked on responses to city manager’s DDA project plan memo – 8/3-4
- Requested bids for alley work from surveyors – 8/4
- Wrote year-end report for council on FY2016 highlights – 8/8
- Talked to Tom Mustin and New Perry Cleaners r/e Design Committee review exterior paint colors – 8/9
- Met with Cory Jones r/e Sweets and Treats event application – 8/9
- Talked to Gail Albrecht r/e Oktoberfest event application – 8/9
- Edited Main Street new manager notebook for DCA – 8/8-10
- Wrote letters r/e Design Committee approval for Sunmark Bank, 1026 Ball Street – 8/10
- Viewed Main Street webinar – 8/11
- Developed DDA/Promotion Committee marketing and promotions draft plan – 8/11
- Worked on article for *At Home in Houston County* magazine, sent profile info to merchants – 8/12-23, 8/23
- Interviewed for Chamber’s guide downtown article – 8/15
- Worked on sorting historic photos in downtown, taking modern photos at same locations – 8/17-19, 8/22
- Researched DDA, Community Development files r/e approvals for FOPAS, Antique Theater fences – 8/22
- Worked on slide show for Rotary presentation on Main Street FY 16 accomplishments – 8/22-24
- Wrote staff recommendation memos on Kerri Moore Interior fence, ComSouth utility building – 8/23
- Discussed possible Youth Leadership mock council meeting scenarios with Chris Sewell, Cyndi Houser – 8/23-24
- Wrote Design Committee letters decisions to Kerri Moore Interiors, ComSouth – 8/24
- Delivered survey information to Jones Surveying, contacted Ocmulgee r/e bid award – 8/25
- Prepared Youth Leadership mock council meeting scenario, photos – 8/25
- Worked on Main Street webinar for DCA – 8/26
- Met with Robert Smith regarding change to hourly employee schedule – 8/26
- Coordinated with clerk Annie Warren r/e event application for Sweets and Treats, discussed issues involving other upcoming downtown events
- Worked on Main Street webinar for DCA, MOU requirements and annual accreditation standards and updated documentation folders – 8/29-31
- Talked to Milton Hodges about façade grant, Design Committee review – 8/29
- Coordinated cleanup day on Courtney Hodges Boulevard for October with Boy Scouts Troop #96, Perry Lions Club – 8/30
- Updated documentation for DCA’s MOU compliance – 8/31
- Got event insurance information requested by Mr. Gilmour – 8/31
- Attended Facebook for business class by chamber of commerce – 8/31
- Updated downtown, utility billing, property owner and combined mailing lists – 8/31

Openings in or near downtown address type license date jobs location

None

Closures

None

2016 CERTIFICATE OF APPROPRIATENESS

| <u>APPLICATION #</u> | <u>LOCATION/WORK TO BE DONE</u> | <u>DATE</u> | <u>VALUATION</u> |
|-----------------------------|---|--------------------|-------------------------|
| #16-01 | 736- Carroll Street (sign) | 01.12.16 | \$300.00 |
| #16-02 | 1023/1025 Ball Street (door change remove mansard Roof) | 01.26.16 | \$16,000 |
| #16-03 | 914 Carroll Street (paint and remove damaged window) | 01.26.16 | \$900.00 |
| #16-04 | 1023 Ball Street (signs) | 02.04.16 | \$100.00 |
| #16-05 | 1101 Washington Street (sign) | 02.22.16 | \$250.00 |
| #16-06 | 915 Carroll St. (pressure washing and painting) | 03.11.16 | \$1700.00 |
| #16-07 | 1307-11 Ball St. (signs) | 03.24.16 | \$500.00 |
| #16-08 | 742 Main Street (sign) | 03.31.16 | \$200.00 |
| #16-09 | 343 Gen Courtney Hodges Blvd. (sign) | 03.31.16 | \$600.00 |
| #16-10 | 753 Commerce St. (sign and awning) | 04.05.16 | \$1500.00 |
| #16-11 | 1109 Washington St (rear door and awning) O'Neal Insurance | 04.6.16 | \$700.00 |
| #16-12 | 813 Carroll Street (painting, windows, roof) Antiques on Carroll | 04.13.16 | \$4800.00 |
| #16-13 | 807 Carroll Street (new metal roof) (Rusty's) | 04.20.16 | \$25,000 |
| #16-14 | 604 Gen. Courtney Hodges Blvd. (signs) (Dollar General) | 04.20.16 | \$15,000 |
| #16-15 | 904 Carroll Street (signs – using existing) (Eyewear Boutique) | 05.02.16 | \$0.00 |
| #16-16 | 910 Carroll Street (signs) (Jones & Company) | 05.04.16 | \$475.00 |
| #16-17 | 909 Main Street (sign) (Perry Players) | 06.13.16 | \$500.00 |
| #16-18 | 1019 Ball Street (sign) (Two of a Kind) | 06.24.16 | \$200.00 |

| | | | |
|--------|--|----------|-----------|
| #16-19 | 1005 Northside Drive (exterior and complete Building renovation) SunMark | 07.01.16 | \$744,962 |
| #16-20 | 1028 Macon Road (exterior renovation) Moore Interiors | 07.11.16 | \$35,000 |
| #16-21 | 1021 Ball Street (exterior painting) | 07.13.16 | |
| #16-22 | 900 Commerce Street (sign) Salon 127 | 07.19.16 | \$300.00 |
| #16-23 | 1209B Sunset Ave (sign) Farmers Insurance | 07.20.16 | |
| #16-24 | 1110 Washington St (exterior renovations) (Walker Insurance Agency) | 07.28.16 | \$58,000 |
| #16-25 | 1026 Ball Street (exterior painting) (Mossy Oak Properties) | 08.10.16 | \$1000.00 |
| #16-26 | 915D Main Street (ComSouth utility bldg) | 08.24.16 | |