Downtown Development Authority Meeting

Feb. 13, 2013

Hartwell City Hall Conference Room

Executive Board Present: Advisory Board/Committee Members

Gene Fraley, Chair Nancy Hardigree

Kathy Bryant Pudge Smith

Henley Cleary Carey Jackson

Peggy Vickery Earl Johnson

Nicki Meyer Tedi Fraley

Alice Glenn Helene Brown

Terry Shugart Debbie Ray

Karen Vahaly

Staff Present: Tia Athens

Mitch Skelton, Executive Director Pat Harper

Meeting was called to order by Chairman Gene Fraley.

Minutes of Retreat

Discussion of committee assignments. Some verbage changed.

Committee members were added, some committees were moved within the organizational chart.

Gene will send out a revised version of the committee assignments.

Design/Façade: Pudge, Tedi and Mary Gidley were added.

Signage: changed “re-write” to “assist in re-writing”.

changed “enforcer” to “liason with city”

Promotions: removed fundraising and training. Now Community Events.

Fundraising was moved to Organization

Grants were moved to Organization

Marketing was also added to Organization although Promotions Committee will continue to market their events.

Economic Development: no changes

Organization: Added grants, fundraising and marketing.

Pat Harper was added to Grants Committee.

Alice made a motion to accept the revised retreat minutes. Nicki seconded. Unanimous.

Treasurer’s Report: Alice Glenn, Treasurer

Full report was submitted to the Board that is available at the DDA office.

Summary:

Net Income for January 31: $3743.23

Current Checking/Savings acct: $37,585.12

Loan balance on building: $36,057.39

Terry made motion to accept treasurer’s report. Peggy seconded. Unanimous.

Design Committee: Nicki Meyer, Chair

Discussed scope and vision for downtown.

Discussion of hanging baskets for downtown: Tedi

A complete breakdown of 5 bids were presented.

(complete report available at DDA office or by emailing Tedi for copy)

Nicki to talk with Eberhart Landscaping about possible maintenance contract.

Henley suggested talking to city about watering.

Discussion of courthouse grounds vs. hanging basket planters.

Nicki reported there are still ongoing discussions about 4 sided kiosks downtown.

DDA does not qualify for Hart EMC granst but chamber and TORCH does.

Also looking at “wrapping” for the empty store windows.

Signage: Mitch

Terry Vickery, Jennifer Scott and David Aldridge have been working on revising the city

sign ordinance. The full revision should be ready in 2 to 3 months.

Some concerns were noted about Historic Preservation and the sign ordinance.

Mitch and Ilka are working on distributing the Historic Register Plaques to businesses.

Promotions Committee: Karen Vahaly, Chair

Full report was given on upcoming events.

(Complete report available at DDA office or by emailing Karen)

New publicity committee formed within the Promotions Committee.

Helene and Darcy will head this up. Peggy has also helped.

First Saturdays all have sponsors and bands lined up.

Meet and Greet was huge success. Need more.

Henley is pursuing possibility of having a “beer truck” for Dancin’ on Depot.

Kathy briefly discussed “Georgia Made Georgia Grown” Festival for 2014.

Would like to begin sending out info. to possible vendors.

Terry Shugart made motion that Kathy pursue initial festival vendors.

Peggy seconded. Unanimous.

\*Alice Glenn, Treasurer, noted that seed money is available.

Terry states we need to concentrate on 80% outside Hartwell marketing with

20% local marketing. Reach out to S.C., Tenn and N.C.

Social Media: Mitch

Facebook: decided to ditch current page and develop new one.

Hartwell Mainstreet will be face book page.

Kathy offered to assist Mitch with this.

Web page: Mitch is going to talk to Greg Gaines about.

Lots of dialogue about web site.

Alice requested Mitch get a copy of an outstanding bill from Mike Hurley.

Nicki made a motion that we use Hartwell Mainstreet for “branding” on all social media

and marketing. Peggy seconded. unanimous.

Grants: Tia Athens

Tia will be attending a grant writing workshop May 2 in Atlanta.

She met with Bonnie McFall to discuss grants. Grants can go through TORCH.

Nicki noted that state and federal grants could go through the DDA.

Kathy made a motion that the DDA pay for Tia’s expenses to the workshop.

Nicki seconded. Unanimous.

Economic Development: Nicki

The marketing prospectus has been finalized. Will start going out.

Old Cleveland Ford building has been purchased. Possible new restaurants.

Bantam Chef has reopened and is now Wing Stop.

Organization: Mitch

Mitch suggested having a Merchants Advisory Committee to the DDA instead of a

Merchants Association. All agreed.

Proposal for the Merchants Committee to meet every other month.

Mitch will look into food and beverages for meetings.

Christmas Lights

Peggy is going to ask the city to pay for the new lamppost garland and lights.

Cost savings in electricity should more than pay for the initial expense.

Peggy is on the agenda for the next city council meeting.

New Business:

Fundraiser: Peggy suggested having a 5K run in October.

Name Tags/Business Cards: Suggested that committee members wear name tags when

visiting merchants, etc.

Also, would be nice to have generic business cards to hand out.

Mitch will look into prices.

Respectively Submitted: Kathy Bryant, Acting Secretary