**Toccoa Downtown Development Authority (DDA)** **Notes:** Thursday, November 9th, 2023

Regular Meeting Minutes

The DDA held its regular meeting on Thursday, November 9th 2023, at 8:00 a.m. in the Commission Courtroom of Toccoa City Hall. Chairman Hall called the meeting at 8:00am. Mr. Westmoreland gave the invocation. The following were in attendance:, Chairman Hall, Mr. Bryan Westmoreland, Mrs. Terri Goethe, Mrs. Sarah Addison, Mrs. Carrie Power and Mrs. Kimberly Moavero, Mrs. Connie Tabor, Ms. Kristen Deal, Mrs. Richardson, Ms. Mayhugh. Mr. Jon West and Mr. Chuck Wright were also in attendance. Mr. Clay Fisher, TCC Liaison Terry Carter, Chamber President Julie Paysen and SCDA President Brittany Ivey were absent.

Upon a motion made by Mr. Westmoreland and seconded by Mrs. Goethe, the November 9th,, 2023 agenda was unanimously approved. Upon a motion made by Mrs. Addison and seconded by Mrs. Moavero, the October 13th, 2023 Regular Meeting Minutes were unanimously approved.

**Reports**

1. **Main Street Events Update.** Mrs. Richardson stated Harvest Festival was a huge success, with 168 vendors, 21 businesses, and 2 sponsors participating. There were at least 18,000 in attendance over the weekend. Mrs. Richardson stated that she had stayed within her expenses budget, and gone over the revenue budget by $5,000. She also discussed Christmas Fest, Sage Market, and Festival of Trees coming up. Lastly, she discussed Small Business Saturday and that while there were no large events planned, Main Street Toccoa would be supporting the businesses by broadcasting their hours and sales, as well as hosting a giveaway for newly launched downtown gift cards.
2. **Ritz Theatre Events Update.** Ms. Mayhugh stated that the 2nd movie of the Fall Movie Series would be “When We Last Spoke.” She also reviewed the events at the Ritz Theatre in October and November.
3. **October 2023 Financial Report.** Ms. Deal provided the document.
4. **Main Street Toccoa Report.** Ms. Deal discussed the Downtown Gift Cards. She mentioned that there is a very simple onboarding process with no fees to merchants or Main Street Toccoa, with the goal being to keep more local dollars local. The Downtown Gift Cards would launch at Small Business Saturday, but would be around full-time afterwards. She also mentioned that the Switch to Six Training was required of all DDA Members by the end of the year.
5. **Subcommittee Report:** Mobile Food Vendor Ordinance. Ms. Deal stated that Mrs. Goethe, Chairman Hall, and Mrs. Addison had met and reviewed the City’s current mobile food vendor ordinance. Their recommendation was to reduce the annual application fee from $100 to $25, and to not require a City of Toccoa Business License, only the business license from the state and their local jurisdiction along with approval from the local Health Department. The subcommittee agreed to wait to make a motion to make any recommendations to the City Commission until January 2024.
6. **Unfinished Business.**
   1. **N/A**
7. **New Business.**
   1. **Façade Grant Reimbursement: Mr. Jon West for property at 102 N. Sage Street.** Ms. Deal explained that at the August 2022 DDA Meeting, Mr. Jon West, on behalf of Nichols and West Properties, LLC, submitted a Façade Grant Application for property located at 102 North Sage Street, the former Stewart’s Drug Store. Prior to the 12-month mark in August 2023, Mr. West requested an extension to complete the renovations to the rear deck and paint touch-ups. The DDA approved an extension until the November 2023 meeting. According to the original application, the renovations included 1) new paint, maintenance, and installation of a new awning in the front; 2) gutter and window replacement, repointing of brick, and fire escape on the alley side; 3) replacement of the three “doghouse” dormers with a rear balcony, paint, removal of signage, and reconstruction of the entry area in the rear. Mr. West’s façade grant application estimated the cost of the project at $44,421.97. With the project involving three eligible facades, Mr. West was approved for reimbursement in the amount of $15,000, or 50% of the project costs, whichever is lesser. Mr. West has submitted a complete packet of paid invoices that total $38,237.22 in eligible reimbursable costs. If approved, Mr. West is requesting reimbursement in the amount of $15,000 for the Façade Grant Renovations to property at 102 North Sage Street. With no discussion, Mr. Westmoreland motioned to approve the façade grant reimbursement request for property at 102 N. Sage Street for $15,000. Mrs. Goethe seconded the motion, and it carried unanimously.
   2. **Façade Grant Reimbursement: Mr. Chuck Wright for property located at 263 West Savannah Street.** Ms. Deal explained that at the May 2023 DDA Meeting, Mr. Chuck Wright submitted a façade grant application for property at 263 West Savannah Street. Mr. Wright originally estimated to have the project completed near the end of the summer, and was given a deadline of September 2023. At the September meeting, Mr. Wright requested a brief extension to complete the project. He was approved with a deadline of the November 2023 meeting. According to the original application, the renovations included installation of new board and batten, painting, new windows, gutters, and doors, as well as the installation of a 30x7ft shed roof for a front porch. The building will house two 1 bed/1bath apartments. The original estimated cost of the renovations totaled $19,138. Mr. Wright was approved for reimbursement in the amount of $5,000 for the façade facing Savannah Street. Mr. Wright has submitted invoices as of 11/8/23, which all together total $20,356.09. At this time, the only remaining work to be completed is the installation of gutters and the landscaping. While pressure washing is shown as preparatory work painting on the invoices, this was not deducted from the total because the $10,000 threshold, to receive the total eligible $5,000, has already been met in other costs. Mr. Wright has also submitted before and after photography which is included in the packet. Upon approval, Mr. Wright is requesting Façade Grant Reimbursement in the amount of $5,000. Mr. Wright commented that the addition of the living spaces would bring more people to downtown Toccoa. Mrs. Goethe agreed and motioned to approve the façade grant reimbursement request for property at 263 W. Savannah Street for $5,000. Mrs. Addison seconded the motion and it carried unanimously.
   3. **Façade Grant Reimbursement Request: Mr. Mike Van Minos for property located at 92 N. Sage Street.** Ms. Deal explained that at the October DDA meeting, Mr. Mike Van Minos submitted a façade grant application for his property at 92 N. Sage Street, the location of Van Minos Insurance Agency. According to the application, the scope of work included painting the exterior with the existing approved colors and repairing damaged trim. Mr. Van Minos submitted cost estimates of $3,488.45, and requested $1,744.22 in Façade Grant Reimbursement. At this time, Mr. Van Minos, who was unable to attend the meeting, has submitted required photos and paid invoices totaling $3,488.45. If approved, he is requesting $1,744.22 in Façade Grant Reimbursement. With no discussion, Mrs. Moavero motioned to approve the façade grant reimbursement request for property at 92 N. Sage Street for $1,744.22. Mr. Westmoreland seconded the motion and it carried unanimously.
   4. **Election of Unexpired Officer Term: Vice Chairman.** Chairman Hall stated that due to the resignation of DDA Director Letha Phillips who was serving as Vice Chairman, the DDA must elect a new Vice Chairman to serve through the unexpired term ending June 2024.The Vice Chairman is responsible for leading DDA meetings when the Chairman is absent. Mr. Westmoreland volunteered to step in as Vice Chairman through the end of the unexpired term. Mrs. Goethe motioned to approve electing Mr. Westmoreland as acting Vice Chairman through June 2024, and with a second from Mrs. Power, the motion carried unanimously.
   5. **Discussion of 2024 Downtown Development Authority Goals.** Ms. Deal explained that Every year the Downtown Development Authority Directors meet with the Toccoa City Commission to go over a list of annual goals at a work session. The date of the work session will be announced by the next DDA meeting in December. At the January meeting, the DDA will confirm the 2024 goals and assign a spokesperson for each goal to discuss with the city commission. Based on current projects and a general assessment of the downtown, the following goals have been selected by staff. DDA directors are welcome to discuss, revise or add any additional goals to the list.
8. Develop a Downtown Master Plan, including a Public Art Plan & an updated Work Plan
9. Complete Phase I of Tugalo Street Greenspace Project
10. Secure additional funding for next phases of Tugalo Street Greenspace Project
11. Complete Ritz Theatre Annex Addition
12. Continue Night at the Ritz (complete Season 7, begin Season 8)
13. Recruit Restaurant or Dining Option to Downtown District
14. Enhance Beautification and Design of Downtown Gateways
    1. Broad Street Underpass Lighting
    2. Breezeway Façade Grant, Signage
    3. Passageway Restrooms

Chairman Hall added that the lighting was a concern in the downtown breezeway as well. Mrs. Moavero asked if we could narrow down the restaurant selection. Mrs. Goethe requested an Italian restaurant. Mrs. Tabor mentioned that we definitely needed more variety of restaurants to help make Downtown Toccoa a destination. The Directors decided to table the final discussion of the goals until January. Mr. Westmoreland motioned to approve the decision to table the goals, and with a second from Mrs. Moavero, it passed unanimously.

* 1. **Schedule December Meeting/Volunteer Breakfast.** Ms. Deal proposed December 8th, 2023 as the tentative date of the December DDA Meeting in accordance with the Volunteer Breakfast at X-Factor. Mrs. Deal stated that the DDA would meet at 8am, and the breakfast would begin at 8:30am, intending for the meeting to be brief and efficient. All DDA Directors agreed to meet at X-Factor for the December 8th, 2023 Regular DDA Meeting.

1. **Other Business.** 
   1. **N/A**

There being no further business, upon a motion made by Mr. Westmoreland and seconded by Mrs. Goethe, the regular meeting of the Downtown Development Authority was adjourned at 8:45 a.m.

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Kristen Deal Marilyn Hall

Main Street Manager Chairman