



**CITY OF TOCCOA**  
**CITY COMMISSION**  
**MINUTES • NOVEMBER 10, 2025**

**Work Session**

**City Commission/Court Room**

**4:00 PM**

92 North Alexander, Toccoa, GA 30577

**I. CALL TO ORDER**

Attendee Name	Title	Status	Arrived
Terry Carter	Mayor	Present	
Evan Hellenga	Vice Mayor	Present	
Michelle Jamieson	Commissioner	Present	
Gail Fry	Commissioner	Present	
Ron Matheson	Commissioner	Present	
Fredda O. Wheeler	City Manager	Present	
John Dickerson	Attorney	Absent	
Beth Rider	City Clerk	Present	

**II. AGENDA ITEMS**

1. Discussion of Reflections Event Center

Mayor Carter stated he has a relationship with Mr. Rick Durham, Mr. Durham's Company that is proposing this lease rents from Mayor Carter; he recused himself from the discussion and decision.

City Manager Fredda Wheeler stated we have a proposal submitted from Toccoa Wedding Experts for scheduling and management for Reflections Event Center. Toccoa Wedding Experts has over 25 years' experience in wedding and event business. This agreement with Toccoa Wedding Experts provides several significant advantages that would benefit the operations of reflections event center. They will provide dedicated marketing of reflections event center through a professional website that will attract increase number of weddings and events. They use state of the art software that will allow for easy communication and bookings of reservations. They will provide experience and courteous supervision of the facilities at all time. They will provide adequate staffing to utilize several venues simultaneous. City Manager Wheeler stated the set up and breakdown for events at reflections, pavilion and boat house will be provided by Toccoa Wedding Experts staff. The city of Toccoa will retain all proceeds from alcohol sales and will staff the bartenders. Ms. Wheeler stated regular performance review meetings will be held with the City of Toccoa Staff and Toccoa Wedding Expert to review operations and any operational changes. Toccoa Wedding Experts is a part of the City of Toccoa community with their business on Doyle Street.

Vice-Mayor opened the meeting for discussion. Commissioner Matheson stated he met with Mr. Durham several weeks ago; he heard the proposal and is very pleased with the agreement with what the City would be getting.

City Manager Wheeler stated they worked closely with Finance Director Becky Bohannon and numbers have been pulled and one of the key components is Mr.

Durham and his Company has guaranteed the City a dollar amount that is very close if not a little more with what we are netting now.

Mr. Durham stated he sees a tremendous opportunity for the facility, we are very good at marketing, we understand the wedding business. We have systems to operate very efficiently, we have been doing weddings there as a vendor since 2010. Mr. Durham stated he loves the setup and the potential is unlimited. Mr. Durham stated the reason they rented their space on Doyle Street and established their base operations, he sees Toccoa as the next major growth center for weddings and tourism. Mr. Durham stated you are working hard on one of the major stumbling blocks and that is lodging, as we continue to move in that direction he sees the opportunity for Toccoa will be just as popular for a wedding destination as Dahlonega. Mr. Durham stated he has the staff to utilize all three of the events locations in a day.

Commissioner Fry stated we have three event spaces, parking is a problem and you would not be able to have three events at the same time. Mr. Durham stated he is not proposing using them at the same time but different times throughout the day.

Commissioner Fry asked about how he will market Reflections and keep the other places he has on his website.

Mr. Durham stated our percentage split is designed to cover his cost of marketing, tours and staffing on the days of the events and taking the weight off of the City. Mr. Durham stated he wants to expand his ability to provide planning services, photography and officiant services and DJ services. We offer those at all of the different local venues we have a package you can plug in to at each venue, our people can go anywhere.

Commissioner Jamieson stated if we need to use the venue for a luncheon or City event, we can coordinate that with Cynthia to see if the building is being used for that day, and if not we can arrange for that function. Mr. Durham stated absolutely, nothing will change from a pricing point of view or accommodation point of view from what you have been doing. Commissioner Jamieson stated it is a courtesy between us, the Chief has luncheons and occasionally at night we have things.

Commissioner Fry stated we have an event every year for the Symphony the Patriotic Pops on Saturday and Sunday before the 4<sup>th</sup> of July, that is a courtesy we have given the Symphony Orchestra every year that they do not pay for. Mr. Durham stated that would not be a problem.

After further discussion regarding cleaning and bartending the board had a consensus to move the proposal to the Regular meeting and agreement to start November 16, 2025 for a three year term.

**RESULT: PRESENTATION**

2. Other Items of Discussion

Commissioner Jamieson asked Public Works Director about completion of roofs. Mr. Smith stated two are completed, Fire Station 10 and Whitman Street Gym. Affordable Roofing recommends removal of the large oak tree behind the Fire Station on Doyle Street. Commissioners agreed to cut the tree. City Manager stated the Pavilion at Lake Toccoa will also have a new roof.

Discussion of City Hall Renovations, Ms. Wheeler stated the Environmental Assessment has been done, we sent out RFP for remediation and remodeling at City Hall. We sent the RFP out to 5 contractors; one has come in to look at everything, waiting on one more to come in. We have had 4-5 HVAC contractors come in to look at cleaning duct system.

Mayor Carter stated Ms. Wheeler has reached out to someone that helped with the study to see if we can sub these out if we do not get good response from contractors. Mayor Carter discussed flooring options for City Hall.

Commissioners discussed the Police Department as part of remediation and relocation and will come together at next meeting for a work session.

Commissioner Jamieson asked about an update on the Ritz. Mayor Carter stated the Civil Engineering should be back on Wednesday, plumbing changes and Civil Engineering; Jacob will be able to give a price for consideration. Commissioner Fry asked to add this to the next meeting work session.

Vice-Mayor Hellenga stated we need the information as soon as you get it. Mayor Carter stated he would be glad to add everyone on the email thread.

Commissioners discussed plumbing issues at the Ritz.

Commissioner Matheson asked Jeff Haslup about the latest on the new fire engine. Mr. Haslup stated it is still scheduled for the end of January.

**III. ADJOURN**



*M. Carter*  
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Mayor  
*Debra Rider*  
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City Clerk