



DDA/Main Street Board Meeting AGENDA

Thursday, August 1, 2024 8:30 AM

Cornelia City Hall: Downstairs Conference Room

1. Meeting called to order by Sarah Higgins, seconded by Lindsey, all in favor
2. Financials:
 - a. Operating- \$2,382.43
 - b. Façade- \$9,899.82
 - c. Savings- \$25.03
3. Old Business
 - a. Committees
 - i. Economic Development- City received ARC Grant for amphitheater, which means next week the city will begin the construction process.
 - ii. Farmacia is set to open soon, the only thing they are lacking is training their staff.
 - b. Work Plan Progress
 - i. Beautification- Updates on plant hangars
 - Found two options of modern ones.
 - \$1,500 or \$3,300 per bracket per pole.
 - This does not include flowers/plants.
 - ii. Placemaking- Updates on Hydrophobic paint and stencils.
 - Bulk 16oz covers 80-110 sq ft.
 - Offered 15% off for a gallon.
 - Need to get sprayers and stencils.
 - Come up with a day to do a community art day.
 - c. Catch me in Cornelia
 - i. May and June Went well! July was a major bust.
 - Weather and week before school started probably didn't help.
 - Upon looking at next year it seemed like we would be in the same situation with school starting the next week after the July date.
 - The board decided that we keep May and June the last Thursday and put the July date on the 24th. This would be two weeks before school start date.
 - d. Farmers Market 2025
 - i. Noah met with Zach Staggs, owner of BSG. Zach and local community member Carly McCurry are planning a farmers' market for the fall season.
 - ii. Zach said to Noah if the DDA wants to participate and volunteer their assistance he will make them a top sponsor.
 - iii. If the market is successful, he is willing to give the DDA the event and just ask for a top sponsor position for BSG.

- e. Potential Fundraisers
 - i. Tournament
 - Updates on “Costume Kickball”
 - Lindsey talked with White County Chamber to get some ideas and insight. Lindsey suggested we try and integrate it with another event. There should be an option for businesses to sponsor innings and runs. Plan to add this to the Spring 2025 calendar.
 - Jakes Spikeball tournament (Jessie)
 - The school year has yet to start so its tough to say if it’s a success yet, but the proposal was approved by Tallulah falls.
4. New Business
 - f. New Events for 2025
 - i. Dessert crawl through downtown
 - Plan for doing it Jan/Feb when its cold out (Around Valentine’s Day?)
 - This will be a busy season for the city, but a slower season for some of the DDA members. This way the board members can take on more of the planning to relieve Noah.
 - g. Bingo night
 - i. Bingo night was agreed to be a success!
 - The board had big ambitions of doing one every season. However, it was agreed that two a year might be more doable.
 - If we can make two happen in 2025, we can shoot for one every season in 2026.
 - h. Emily Herrin
 - i. Chairman position
 - Emily has been working on getting a multi-ability playground in Cornelia.
 - The playground is going to cost a million dollars.
 - The city cannot provide the necessary funding; therefore, she’ll need to start a non-profit (Price to Play) to raise the funds.

Next Board Meeting- **Thursday, September 5** at City Hall in Downstairs

Conference Room

1. Meeting adjourned by Sarah Higgins, Jamie Keller, all in favor

Present- Sarah Higgins, Jamie Keller, Lindsey Holt, Emily Herrin, Brent Cody (Via Phone), Noah Hamil, Jessie Owensby

Absent- Alex Michelle, Heath Barret

Guests- None

