



DDA/Main Street Board Meeting AGENDA

Thursday, November 7, 2024 8:30 AM

Community Brew & Tap: Upstairs Board Room

Meeting called to order by Brent Cody, seconded by Alex Michelle, all in favor

Motion made to approve agenda and minutes from last meeting by Brent Cody, seconded by Heath Barrett, all in favor

1. Financials:

- a. Operating- \$2,597.87
- b. Façade- \$9,901.49
- c. Savings- \$25.04

The DDA really needs to spend some of their funds, The DDA will agree to buying and creating custom stencils for the Hydrophobic paint (See 2.b.ii).

2. Old Business

a. Committees

- i. Marketing + Promotion- Alex and Noah have reached out to businesses to get coupons to add to the business welcome packet to promote the current downtown and encourage the new businesses to meet their neighbors
- ii. Economic Development- The Habersham GICH team has been meeting regularly and attending their retreats. Focusing on a higher density of development.

b. Work Plan Progress

- i. Beautification- No further updates on plant hangars due to the holidays around the corner.
- ii. Placemaking- Hydrophobic paint has been ordered and shipped. Now the board needs to purchase and design stencils.
The board wants to get with the Cornelia Public Works department to organize a clean up day for the board and community to participate in. Needs to be tasks that don't require training (Such as operating the bucket truck or using heavy machinery)

c. Potential Fundraisers

- i. Jake's Spikeball tournament- Keep on the list for next year, need to determine a good location, preferably flat and on grass to reduce injuries. Whatever the tournament brings in the Spikeball club is willing to donate a portion of it.
- ii. "Costume Kickball" – Keep on the list for next year as well. The board has decided that they want to get Grant Gunter to run this event. The baseball field at the park has been determined as the best location for this event. In the meantime, the board will look for some opportunities to possibly fund some improvements to the baseball field.

d. Big Red Apple Festival

- i. Great turnout! Though many of the board members who volunteered were very vocal about improvements for vendor set up the morning of.
- ii. The volunteers suggested more communication with vendors on the entry and exit points of the vendor locations
- iii. It was also suggested to give vendors specific set up times to reduce everyone

showing up at the same time

- iv. Also, many board members volunteered to work shifts during the festival and claimed there wasn't too much to do. The suggestion was to put more volunteers at the morning set up.

3. New Business

a. Christmas in Cornelia + Parade

- i. Noah will create the sign-up sheets to send to the board for both events. The board is willing to volunteer their time for setting up at both events.

b. Training

- i. Members who need at least two hours of training!

- Heath, Alex, Brent, Jamie, and Sarah
- Heath has completed his training
- Alex and Sarah have signed up awaiting completion
- Brent and Jamie need to sign up

Jessie made it clear that any training she and Noah attend board members are also allowed to attend. Noah and Jessie will make more of an effort to send out more training opportunities throughout the year

New Events for 2025

- c. Dessert crawl through downtown- Sarah Higgins wants to take the head on this event and will begin looking into dates.

4. Officer Elections 2025- The board decided to table this portion of the meeting and roll it over to the DDA retreat following the meeting.

Motion to adjourn the meeting made by Heath Barret, seconded by Sarah Higgins, all in favor

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

Conference Room

Present- Noah Hamil, Alex Michelle, Sarah Higgins, Brent Cody, Heath Barrett, Jessie Owensby, Lindsay Dilbeck, Zach Staggs, John Borrow,

Absent- None

Guests- None

