



DDA/Main Street Board Meeting AGENDA

Thursday, April 3, 2025 8:30 AM

City Hall: Downstairs Conference Room

Motion made to approve agenda and call meeting to order by Heath Barrett, seconded by Lindsey Dilbeck, all in favor

1. Financials:

Operating- \$3,092.73

Façade- \$9,903.12

Savings- \$25.05

2. Old Business

a. Committee Reports

- Cornelia's acquisition of the Habersham Hardware building and construction of the amphitheater are good signs of growth within the city
- Eco Development- Cornelia has acquired two new planning commissioners: Josh Dilbeck and Gwen Wiley. According to Brentt Cody the infrastructure of Cornelia is rock solid and has a great foundation for growth.
- Beatification- Jessie has ordered and is awaiting the stencils for the hydro paint
- Marketing- Alex is awaiting some last-minute details for the newly developed welcome packet for business owners. Noah will get with Alex in the next couple weeks to get her access to the city's social media outlets to get a better presence on there.

b. Fundraisers

- Next Crawl- During the March meeting the board agreed that July 31st should be the next crawl to drive up more attendance on the least attended Catch me in Cornelia that takes place on the same night.
- Need to test the QR code before releasing it to the public, so we don't have any issues with people ordering tickets after the cutoff date like last time
- With July 31st being in the heart of summer a beverage crawl was agreed upon. Need to consider a way to mark/identify people over 21 to ensure nobody underage accidentally gets an alcoholic beverage. Lanyards or wrist were discussed, this will be further addressed closer to time.

c. Catch me in Cornelia

- How do we want to make a presence?

The next crawl is a great start, but in addition the DDA discussed having a table to hand out popsicles or cold beverages at the May and June ones. The board felt this would be a great way to allow people to understand what the DDA does, let people put names to faces, and answer general questions.

d. Review Work Plan

-Much of the work plan was discussed during the committee reports.

-The board needs to write up and present a proposal to H&T board and commission for funding. Before then the board needs to know what project, they want to accomplish with the money propose and request

-Jessie says there are plans to meet with private investors for the brick hardware building next to amphitheater. Jessie has requested Dee Anderson to deed the building to the DDA to bring in some income for the board

-Plenty of ideas going around, but the goal is for the building to turn into a “Business Incubator” neighboring communities have/will have something along those lines except Cornelia.

3. New Business

a. Big Red Apple Festival

-September 20, 2025

This is the date of the festival and Noah made that clear to the board. Next year there might be consideration to change the dates, though there are too many internal city conflicts. The board agreed to block off their schedules for that Saturday.

Motion made to adjourn meeting by Frank Wolf, seconded by Zach Staggs, all in favor

Next Board Meeting- **Thursday, May 1** at City Hall: Downstairs Conference Room

Present- Heath Barrett, Frank Wolf, Lindsey Dilbeck, Jessie Owensby, Noah Hamil, Zach Staggs, Alex Michelle (Via Phone), Brentt Cody (Via Phone).

Absent- Sarah Higgins

Guests- None