



DDA/Main Street Board Meeting AGENDA

Thursday, May 1, 2025 8:30 AM

City Hall: Downstairs Conference Room

Motion made to call meeting order by Alex Michelle, seconded by Heath Barrett, all in favor

1. Financials:

Operating-

\$3,092.86

Façade-

\$9,903.54

Savings-

\$25.06

2. Old Business

a. Committee Reports

Marketing- Alex will get w/Noah to finish welcome packet. In the meantime, Alex will send out a to do list to the board members to get their parts done.

Economic Development- According to Brent on GICH team, Cornelia needs starter home price points. Currently we have limited construction spaces and we need to recruit builders who have the same mindset as the board and GICH team.

b. Beverage Crawl

The board agrees that July 31 is a good opportunity to do the beverage crawl to increase the attendance of last Catch me in Cornelia. The board agreed that in the meantime we need to work on some logistics on how we identify and separate +21 underage participants. Noah will also enlist the help of Alex Michelle to ensure the QR code doesn't malfunction

c. Catch me in Cornelia

-First one is this month on May 29th. The DDA is planning to have a table to give out information and giveaways to participants. Noah will get with public works to get the board members a table and tent. In the meantime, the board will start considering giveaways and what information to give out.

d. Big Red Apple Festival - September 20, 2025

-There is a lot of time before the Big Red Apple Festival, Noah wanted to ensure the board has plenty of time to clear their schedules. As Noah and the rest of the city volunteers will need the boards help that day.

3. New Business

Matt – Owner of Sweet Acres – Ideas for the Amphitheater building

-Matt's idea is to essentially turn the brick building next to the amphitheater into an entertainment hub with a winery, restaurants, shops, and maybe even brewery/rooftop bar. The current problem is the building needs a lot of maintenance to be functional and hold businesses. However, the utilities are already there.

Currently there is talk of the city who are now the owners of the building to convince the city commissioners to deed the building to the DDA. With us being the owners of the building, we could do a lease to own agreement between Matt and his wife Lindsey. The DDA did this years ago with the parking lot next to Fenders Diner. It was made with the Reeders who eventually turned it into Fenders Alley.

The commission will make their decision next Tuesday May 6th. In the meantime, Jessie Owensby found some grant opportunities that the DDA and Hospitality and Tourism board could apply for to help further develop the building. Depending on the outcome of next Tuesday, the board will invite Matt and Lindsey back to the June DDA meeting to discuss an agreement.

Motion made to adjourn meeting by Alex Michelle, seconded by Frank Wolf, all in favor

Next Board Meeting- **Thursday, June 5** at City Hall: Downstairs Conference Room

Present- Heath Barrett, Alex Michelle, Noah Hamil, Frank Wolf, Jessie Owensby, Zach Staggs, Brent Cuddy (Via phone)

Absent- Lindsey Dilbeck, Sarah Higgins

Guests- Matt Vrahiotes, Lindsey Vrahiotes, Dee Anderson