



DDA/MainStreet Board Meeting AGENDA

Thursday, February 5th, 2026 8:30 am

Cornelia City Hall: Downstairs Conference Room

Meeting called to order by Heath Barret at 8:32am, seconded by Frank Wolf, all in favor.

Heath Barrett asked board if there were any amendments to the proposed agenda. Lindsay Dilbeck asked to add a section under new business to discuss the proposal to get group headshots for the board. The amendment was approved by all in attendance.

1. Financials:

Operating-

\$5,570.23

Façade-

\$9,430.70

Savings-

\$25.09

2. New Business

a. Façade Grant Application

Noah brought up a proposed Façade Grant by Michael Bogue, the owner of 180-degree Renovations. The application is still awaiting approval by the Historic Preservation Board. The board agreed that all the exterior changes he is wanting to make to the building will be covered by the Façade Grant. However, the proposed landscaping changes were in question? Noah will review the terms of Façade Grant to see if it qualifies. If it doesn't the DDA is willing to look into investing into the beautification around that area surrounding his building.

b. Headshots

The board wants to get some professional headshots done to put on our marketing materials. This goes along with the goal of wanting to give the DDA more of a face/presence in the community. Frank reached out to his friend Tom Askew, he got a quote of \$125 per person. While discussing this, board member Matt Varhiotes commented saying he used to be a professional photographer. Matt insisted that he could take the boards headshots and not charge. The next question was editing these headshots. Noah mentioned his wife edits photos in her job and would be happy to edit the photos for no charge; he will ask her.

3. Old Business

a. 2026 February Crawl

Currently the board is sitting at 42 tickets. Lindsay Dilbeck has seen a lot of negative feedback on the doubling of the price. Next crawl the board should consider meeting in the

middle with the price. Considering the businesses are preparing for 100 participants the board is going to sell the remaining tickets at the event.

b. Award ceremony

Considering the event was postponed from Feb 3rd to Feb 10th, most of the logistics are ready for the event. Noah will send the power point out to Heath Barrett so he can review it.

c. Work Plan- Progress

Frank and Zach brought up one of their tasks of finding new mural spots in town. They identified the wall on the side of BSG leading up and down from Apple Tree Alley. They are going to get in contact with Don Higgins (the building owner) about doing a mural on it.

Lindsay Dilbeck brought up the business spotlight program discussed at the retreat. For February with it being Valentines Day it was suggested Sugartopia be the spotlight for that month. In March with it being St Patrick's day Farmhouse Poundcakes was suggested. The board agreed with these two nominations. Noah will get photos to be used for content.

Zach Staggs asked about getting some of the board to become admins on the Cornelia Main Street social media accounts. Noah spoke with the city IT about this and it isn't an option. With them being city accounts, only city employees can be admins on them. Matt Varhiotes mentioned the DDA making their own social media accounts to gain their own followers and post their own content. This way all members could be admins and it could take a lot off Noah's plate since he is the only one affiliated with DDA who can be an admin on the page.

The board also began discussing the events for the summer. At the last meeting it was agreed that board do away with three summer nights festival and focus on making a bigger one at the end of May on the 28th. For the remainder of summer many ideas were brought up to be considered to make up for the lack of the summer nights festivals. More crawls and a taco trail were considered for this year. Certain board members will get in touch with the necessary parties to make these events happen. In the years to come a wine festival and farmers market were considered.

Next Board Meeting- Thursday March 5th 8:30 am Cornelia City

Hall: Downstairs Conference Room

Motion made to adjourn meeting at 9:50 am by Matt Varhiotes, seconded by Frank Wolf, all in favor

Present- Frank Wolf, Lindsay Dilbeck, Noah Hamil, Heath Barrett, Jace Reeder, Zach Staggs

Absent- None

Guests- Brooke Shedd, Ariana Newkirk