



DDA/MainStreet Board Meeting AGENDA

Thursday, September 3rd, 2026 8:30 am
Cornelia City Hall: Downstairs Conference Room

Motion made to call meeting to order @ 8:35 am by Lindsay Dilbeck, Zach Staggs, all in favor

1. Financials:

Operating-

\$7,249.6

Façade

\$4,930.7

Savings-

\$20.11

2. Old Business

a. Click up- Updates

Lindsay Dillbeck questioned if any of the tasks need to be pushed to next year or revamped to be more accomplishable before the end of the year. Noah will view the tasks that still need to accomplish and the board discuss a plan at the next meeting.

b. Big Red Apple Festival

Noah claimed he was going to need as many members of the DDA members and volunteers to aid in vendor set up in the park. The board agreed to find volunteers via their work and community involvement. Jace Reeder suggested that we promote this festival that will be taking place in the park this year. Zach Staggs requested a vendor list be sent to the group.

c. Fundraising

Lindsay attended a DDA 101 training course in Lavonia and described her experience. She spoke positively about it and one of the big things discussed was fundraising. The majority of other DDA's are focused on fundraising to fund their programs. Essentially, she encouraged the board to find a niche. Find something that works well for us and the town. As not all fundraising works for every board and town.

On the topic of fundraising Matt Vrahiotes suggested going after some bigger names to get donations from. His suggestion was to host a dinner at the community house to raise funds. We charge by plate or table. This would be like the Chambers Gala. The board will begin looking into logistics around it.

Matt Vrahiotes mentioned that there are fundraising consultants that we can hire to go

after this funding that is required. Most will require a deposit or a flat fee to work with us. Lindsay Dilbeck mentioned that the DDA is struggling with funding now so she questioned how we would afford a consultant? Matt Varhiotes explained that we could get a big donation ourselves to cover the cost of the consultant or strike a deal with someone who is willing to work for their money and require a percentage of the funds at the end.

Matt Vrahiotes also mentioned his building and that in the future we as a DDA should be more upfront with potential businesses on the needs and available funding for our city buildings. Per the conversation with the Lavonia DDA, it was claimed that with the building still being owned by the city, they can apply for grants to fund engineers and architects. Noah claimed he would talk with Dee Anderson about this possibility.

d. Christmas in Cornelia

Noah Hamil discussed with Dee Anderson about the possibility of moving Christmas in Cornelia to the same night as the tree lighting. Noah claimed Dee Anderson was not in favor of the decision. Zach Staggs asked why he was not in favor? Noah explained that Dee felt the event is too close to Thanksgiving which would reduce the city staff available to help with the event prior to the date. Noah explained with this being a city event Dee has the final say for this event.

3. New Business

a. SeeMyLegacy

Noah signed the city up for a program called SeeMyLegacy. This program is designed to help main street programs, nonprofits, and chambers create campaigns to draw attention to their programs. This allows the creation of campaigns centered around ticketed/free events, fundraising, volunteer recruitment, etc.

Noah also mentioned that Cornelia will be paying for the subscription, but anyone can join the page to promote their own endeavors. This means the DDA, H&T board, and Cornelia businesses can all have an account to promote their own events. The board was very impressed with it but requested a demo of some type to truly understand it. Noah claimed he would talk with the rep that's been helping him to see if he could do a demo at the next meeting. Overall, based off what Noah explained, most of the board members felt this was a huge win for the city and DDA.

Next Board Meeting- Thursday October 1st 8:30 am Cornelia City Hall:

Downstairs Conference Room

Motion made adjourn by Matt Varhiotes, seconded by Gloria Gembe, all in

favor.

Present- Noah Hamil, Lindsay Dilbeck, Frank Wolf, Matt Varhotes, Gloria

Gembe, Zach Staggs

Absent- Brooke Shedd

Guests- None

