



Monticello Downtown Development Authority

139 W. Washington St.
Monticello, GA 31064

Regular Board Meeting –
06/14/2021
Location – 351 S. Forsyth St.
Monticello, GA 31064

CALL TO ORDER

Meeting was called to order at 5:15 PM by Chair Yoder.

Treasurer Jeffries gave the invocation.

Director Stanley led the Pledge of Allegiance.

ROLL CALL

Attendees Present:

Wendall Yoder
Michele Celani
Towonder Dennis
Nanette Manning
Daniel Jeffries
Jennifer Stanley

Attendees Absent:

None

Approval of the Minutes

- Treasurer Jeffries made a motion to approve the minutes of 05/10/2021
- Director Stanley seconded
- Unanimous approval vote

- Treasurer Jeffries made a motion to approve the minutes of 05/24/2021
- Director Dennis seconded

- Unanimous approval vote

Approval of the Agenda

- Chair Yoder added “New Director Appointment” to XV letter “c,” added “Meeting Start Time” as letter “d,” added “Officer Spending” as letter “e,” and struck the executive session from the agenda
- Director Manning made a motion to approve the agenda with the changes
- Treasurer Jeffries seconded
- Unanimous approval vote

Introducing Interns

- Executive Director Celani stated that the DDA has two interns approved and sent by the NEGRC. Samaya Harris spoke and stated her goal as an intern with the DDA is to help build a community center at Washing Park and stated she is excited about helping out with getting ready for the Downtown Live events on Thursday evenings. The second intern, Marlene Torres, was absent.

Citizens Comments

- Wanda Cummings, manager of The Shoppes of Monticello, gave a report on The Shoppes during May. She stated that the Older American Day and Mothers’ Day helped increase sales for the month and that there are four new merchants moving in this month. The Shoppes is still in need of business cards and is currently waiting on a design.

Executive Director Report

- Executive Director Celani gave the Executive Director’s Report. She stated that Chair Yoder and Treasurer Jeffries completed all financial reporting for 2018, 2019, and 2020. The DDA is in good standing for the first time since the DDA restarted in 2017.

She also stated that she is working with the NEGRC to review recommendations for the improvements of traffic and sidewalks in the downtown area. The interns are working on social media posts, blog posts, and they both spoke at the City Council meeting last month. Marlene Torres is specifically working with council woman Cynthia Miller.

She stated that yesterday she discovered that the Jasper County Charter System was awarded a grant of \$825 for students wanting to research local history. The school district will receive the funds and all participants will receive course credit.

The career fair was a great success and the majority of high school seniors attended.

The Older American Day had 41 total participants and the DDA gave out \$380 in downtown dollars to them.

The DDA's upcoming events are Downtown Lives on Thursday evenings beginning this month and the mural unveiling is scheduled for June 19th.

She stated that the public art projects are making great progress. The butterfly gardens have been painted, students are finishing the art alley, and the first rendition for the Commerce Mural should be received soon.

She also stated that she was asked to fill a 2-year term on the JCMS Governance Team. This will begin on 7/27/21 and she will be participating in the Downtown Design Bootcamp training next month.

Treasurer's Report

- Treasurer Jeffries gave the Treasurer's Report. He stated that the beginning balance this year was \$29,445.06. The Welcome Mural is fully paid for and the total expenses for the month of May was \$9,940. He stated he is currently working on rebuilding Quickbooks to follow the DCA guidelines.

He stated The Shoppes of Monticello budget is complete. The Shoppes is making a good profit each month. The DDA will collect a set rent amount each month.

He stated the DDA has a budget set to begin in July. Chair Yoder asked the City Manager if their was an annual audit expense the DDA is responsible for. The City Manager, Angela Redding, stated the DDA does not pay for the annual audit. Chair Yoder stated the monthly cost of the parking lot lease needs to be added in. Cost is \$250/month but that does not include the cost of the insurance. Chair Yoder also stated that the Executive Director was to receive a raise after her 90-day review and this has not happened yet.

Director Stanley stated that The City is in charge of decorating for Christmas and the Chamber is in charge of lighting the trees. The DDA needs to have their own events as well for the Christmas season. Director Manning stated the Chamber has a yearly calendar laid out that includes their event dates for the Christmas season

Treasurer Jeffries discussed façade grants. He stated that the façade grants are available to anyone in the central business district which differs from the city limits. The board can possibly vote to have the grants available for the entire city.

Chair Yoder stated the new salary for the Executive Director should be \$26,000 a year. Director

Stanley agreed and Director Dennis stated her hours need to remain the same.

Treasurer Jeffries stated that with all the changes and additions, the DDA budget will have \$15,685.42 left over at the end of the year.

- Director Stanley made a motion to approve the budget with the amendments
- Director Manning seconded
- Unanimous approval vote

The Shoppes of Monticello Management

- Chair Yoder stated that the original plan when starting The Shoppes was to turn it over to a management company and DDA just maintain ownership of the building. Director Stanley agreed and said that it will need to be an independent business – one with no affiliation to The Shoppes currently or in the past. The DDA also needs to hand it over in a way that the board can still have part of a say so it remains. A valuable resource for new or start-up businesses. Director Manning stated that the board needs to open it for bids. Treasurer Jeffries stated the board needs to set a selling price. Director Stanley stated that the business proposal needs to be written in the contract to ensure whoever takes over The Shoppes maintains the interest of the DDA.

Merchandise

- Chair Yoder stated for the mural unveiling the DDA can have t-shirts made with the mural on it to sell.
- Kenia Lynwood with KNB Printing, LLC in Monticello presented a design proposal for shirts with the mural on the back as well as the cost.
- Treasurer Jeffries made a motion to allow the marketing committee to spend \$2,000 for the mural t-shirts
- Director Manning seconded
- Unanimous approval vote

Parking Lot

- Chair Yoder stated that there needs to be signage for the new parking lot. He also stated the board needs to decide if it can be rented out for private use. Treasurer Jeffries asked if the board opens up events to the public in the parking lot, will there need to be any waivers signed. The City Manager, Angela Redding, stated that the people who use the square must provide liability insurance and that if it just a simple event, the city's insurance covers it. Executive Director Celani stated that for the YAC Summer Kickoff

Event, the DDA's insurance issued a COI specifically for the event. The insurance should cover liability. Director Stanley stated that if the board rents out the space, that it should not take away from the DDA in general. The board should wait to see if there's any interest and how much before making a decision.

Treasurer Jeffries stated that there needs to be private parking only signage for the parking lot and allow board members and affiliates can park there so they are more spaces open around the square during the day and especially during events. Freeing up parking spaces will help the businesses downtown.

New Business

- **Welcome Mural Unveiling**

Executive Director Celani stated that Marlene and Samaya are doing the programs for the event. The DDA still needs to assign someone to do the welcoming speech and she stated she is still looking for someone to sing the National Anthem. The board invited Virginia Spalter to speak because the murals were her original idea. Tamara Haase will also be speaking. After the mural is unveiled, the board will cut the ribbon to Art Alley and allow the student artists to do that. Afterwards, there will be live music, food, and concessions. She stated that any print outs are required to have the GCA logo on it.

Director Stanley agreed to give the welcoming speech. Treasurer Jeffries agreed to introduce Virginia Spalter to speak.

- **Jasper County Resource Fair**

Executive Director Celani stated that the board was invited to participate in the Jasper County Resource Fair with the Jasper County Charter System. Each agency is required to hand out materials to participates of the back to school event. Director Dennis stated this is something the board definitely needs to do. Executive Director Celani stated that the event is on August 7th and the board will need to approve an amount to spend. Director Manning stated that the board should approve up to \$400.

- Treasurer Jeffries made a motion to approve spending \$400 on the Jasper County Resource Fair
- Director Dennis seconded
- Unanimous approval vote

- **Fundraising Committee**

Chair Yoder stated that since Director Hunsucker resigned, the committee needs a new appointment. He appointed Director Manning with Director Dennis assisting.

- **Holiday Trees Contest**

Director Manning said there was no update

- Administrative Committee

Chair Yoder stated that he and Director Dennis were not reappointed by their city council in their last meeting. The end of the month is the end of their term. The City Council advised for the DDA Board to go ahead with the officer elections as planned.

- The DDA Board conducted a secret ballot.

Executive Director Celani collected and read the results. Treasurer Jeffries was unanimously reappointed as Treasurer. Chair Yoder was unanimously reappointed as Chair.

Director Manning nominated Director Dennis for Vice Chair. Treasurer Jeffries seconded. Unanimous approval vote.

Treasurer Jeffries nominated Director Stanley to be secretary. Director Manning seconded. Unanimous approval vote. Chair Yoder stated the secretary's duties will begin on 07/01/21.

Chair Yoder stated that Kenia Lynwood has been nominated to replace Director Hunsucker's position. Treasurer Jeffries made a motion to approve Kenia Lynwood as a director. Director Stanley seconded. Unanimous approval vote.

- Role of Tax Credits

Chair Yoder stated that Director Hunsucker was the point person for the tax credits and this duty needs to be handed over to a new director.

Director Stanley made a motion to make Chair Yoder the point person for the tax credit program. Vice Chair Dennis seconded. Unanimous approval vote.

- Meeting Start Time

Chair Yoder stated that the meetings have previously been beginning at 6 and it was moved to 5PM. It is difficult for everyone to be here at 5 since most businesses do not close until then.

Vice Chair Dennis made a motion to move the meeting start time to 6PM

Director Stanley seconded

Unanimous approval vote

- Officer Spending

Chair Yoder stated that the Executive Director has a discretionary spending amount each month. The Officers may also need a discretionary spending limits so as to not have to bring every amount before the board for approval. Treasurer Jeffries stated that all officers needs to agree on the amount before any money is spent.

Director Stanley made motion to create a \$250 a month flexible spending allowance for the officers with a requirement of a minimum of two officers to be aware and in agreement of whatever is spent.

Vice Chair Dennis seconded

Unanimous approval vote

End of Meeting

- Treasurer Jeffries made a motion to adjourn the meeting
- Director Stanley seconded
- Unanimous approval vote
- Meeting adjourned at 7:24 PM