



**Monticello Downtown  
Development Authority**

139 W. Washington St.  
Monticello, GA 31064

**Meeting Minutes – 02/08/2021**

Regular Board Meeting – 02/08/2021

Location – 139 W. Washington St. Monticello, GA 31064

**CALL TO ORDER**

Meeting was called to order at 5:02 PM by Wendall Yoder

**ROLL CALL**

Attendees Present:

Wendall Yoder

Judy Hunsucker (present via phone call)

Michele Celani

Gail Harrell

Towonder Dennis

Virginia Spalter (present via phone call)

Absent:

Dayana Barragan

**Approval of Minutes**

- Director Harrell made a motion to approve the minutes of 1/11/21
- Director Dennis seconded
- Unanimous approval vote

**Approval of Agenda**

- Director Dennis made a motion to approve the agenda for the 2/8/21 meeting
- Director Harrell seconded
- Unanimous approval vote

### **Citizens Comments / Guest Speaker**

- Wanda Cummings gave a manager's report on The Shoppes of Monticello. She reported that January was slower due to it being right after the holidays. She has been actively working on the social media pages for The Shoppes. She also reported that The Shoppes has hired 1 new employee and has had 8 new merchants move in.
- Michelle Amarra with SCB Productions gave a presentation and report for doing video and TV marketing for Monticello. She explained their process and the different advertisement packages they offer. The cost could run between \$750 - \$10,000.
- David Thompson, Chairman of the Historic Preservation Commission, gave a report of their guidelines for both commercial and residential historic buildings.
- Candice Mock, owner of Indulge Massage, presented a letter she wrote to the DDA Board calling for action to support small businesses in Jasper County. She proposed to gather small businesses together to work better together to support each other and call on support from the county residents.
- Daniel Jeffries presented to the DDA his interest in becoming a board member. He said that he has lived in Jasper County for over 20 years and he is tired of seeing businesses come and go. He has a B.S. in Business Management and is the owner of Dee's ClockWorks.

### **Director's Report**

- Executive Director Celani gave the director's report. She stated the Valentine's Day selfie board will be placed on the sidewalks until February 21<sup>st</sup> for people to use, the Tour of Homes and Gardens is still underway for May, the Youth Advisory Council will have their first meeting February 15<sup>th</sup>, and the DDA website will have a monthly blog post.

### **Treasurer's Report**

- Chair Yoder gave the Treasurer's Report. He also passed out the latest report by Tricia Armistead.

### **Administrative Committee**

- Director Harrell made a motion to approve the contract submitted by Tamara Hasse for the mural project.
- Director Spalter seconded

- Unanimous approval vote
  
- Director Dennis made a motion to change the address for the DDA to 351 S. Forsyth St. Monticello, GA.
- Vice Chair Hunsucker seconded
- Unanimous approval vote
  
- Executive Director Celani reported that the Northeast Georgia Regional Commission had their meeting on January 27<sup>th</sup> and both her and Director Harrell attended.
- Director Harrell made a motion to proceed with the NEGRC bikeway/pedestrian grant and to collaborate with municipal and county governments
- Director Dennis seconded
- Unanimous approval vote
  
- Chair Yoder presented the proposal and budget for building a wall to completely separate the DDA offices from The Shoppes of Monticello and to remove the two back doors and have them refurbished.
- Director Harrell made a motion to proceed with the building of the wall and taking down of the two back office doors for refurbishing.
- Director Dennis seconded
- Unanimous approval vote
  
- Chair Yoder presented the proposal for moving the board onto Microsoft Office Teams for better collaboration and communication.
- Director Spalter made a motion to add Microsoft Office Teams for the board.
- Director Harrell seconded
- Unanimous approval vote
  
- Chair Yoder presented the proposal and budget for re-lighting The Shoppes with LED lights and to repair the broken ballasts
- Vice Chair Hunsucker made a motion to change all the building lights from incandescent to florescent at the cost proposed
- Director Harrell seconded
- Unanimous approval vote
  
- Executive Director Celani stated that the Youth Advisory Council should be held in the spare room in the basement for their meetings and work sessions
- Director Harrell made a motion to allow the Youth Advisory Council to use the room in the basement for their meetings
- Director Dennis seconded
- Unanimous approval vote

- Chair Yoder stated he would like to be removed from all committees
- Director Dennis made a motion to remove the Chair from all committees
- Director Harrell seconded
- Unanimous approval vote

### **Economic Development Committee**

- Chair Yoder presented the proposal and budget for collaborating with The Chamber to remove and replace the trees on the square. He stated the DDA would be responsible for the cost of the removal of all the trees and The Chamber would be responsible for replacing the area with other greenery that better suits the downtown square.
- Director Harrell made a motion to proceed with working with The Chamber to put a plan together for the removal and replacement of trees on the square
- Vice Chair Hunsucker seconded
- Unanimous approval vote
  
- Vice Chair Hunsucker presented a proposal for creating a two-person committee to explore and compile data for creating a city-wide promotional campaign
- Director Dennis made a motion to pursue the explorational and feasibility of creating a city-wide promotional campaign
- Director Harrell seconded
- Unanimous approval vote

### **Promotions Committee**

- Director Harrell made a motion to move the SCB Marketing Plan exploration to the Promotions Committee for further discussion
- Director Dennis seconded
- Unanimous approval vote

### **Design Committee**

- Executive Director Celani presented 3 possible logos for the DDA in 3 different colors
- Vice Chair Hunsucker made a motion to use the DDA logo in the olive color
- Director Dennis seconded
- Unanimous approval vote
  
- Vice Chair Hunsucker amended her motion to approve the DDA logo in the olive color only for black and white copies
- Director Spalter seconded

- Unanimous approval vote
  
- Director Spalter made a motion to use the logo with the hunter green color and brown circles
- No second
  
- Director Harrell made a motion to use the forest green color logo
- Director Spalter seconded
- Director Dennis, Director Harrell, and Director Spalter vote yea and Vice Chair Hunsucker did not vote
- Motion passed

### **Executive Session**

- Director Harrell made a motion to go into Executive Session
- Director Dennis seconded
- Executive session began at 18:58
  
- Vice Chair Hunsucker made a motion to go out of executive session to adjourn the meeting
- Director Harrell seconded
- Executive session ended at 19:39
  
- Chair Yoder adjourned the meeting at 19:40