DDA/Main Street Minutes

February 21st, 2024

Executive Board Members present: Paul Sewell, Carey Jackson, Elizabeth Brewer, Alice Glenn

Executive Board Chairman: Carey Jackson

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

Guests: - Main Street Volunteers – approximately 15

Carey called the meeting to order at 12:00 p.m. Alice gave the financial report which is available upon request.

Director Jason Ford introduced his director’s report and Peggy Vickery’s Main Street report for the record. Also, Jason provided a document for the board that lists five strategic priorities for the DDA. Those are available upon request. The meeting was turned over to Kaitlin Messich and her team from University of Georgia’s Carl Vinson Institute. Through the Archway Partnership, Katilin’s team is conducting research to help Hart County develop a new marketing/branding campaign. Hartwell is the tenth community to go through this nearly year long process and the listening sessions along with a survey are some of the first steps. The survey can be found at [Brand Hartwell, GA | branding | Hartwell, GA, USA](https://www.brandhartwell.com/).

Questions ranged from Are you from here/why did you move here to what do you like about tag lines and logos. The Carl Vinson team also asked for stories that helps to share why Hartwell is great. It was an engaging and fun way to help develop a marketing campaign.

The session lasted about 45 minutes and the Minutes from January were adopted prior to the conclusion of this session.

The meeting was adjourned at 1:05.

Faithfully submitted,

Jason Ford

Director