DDA/Main Street Minutes

May 19, 2021

Executive Board Members present: Laura Seabolt, Elizabeth Brewer, Alice Glenn, Debbie Ray, Dennis White

Executive Board Chairman: Carey Jackson

Director: Jason Ford

Main Street Coordinator: Peggy Vickery, absent

Advisory Board Members present: Tammy Hutchinson

Guests: Dustin Brown, Brown Mercantile; Rosanna Cruz-Bibb

Carey Jackson called the meeting to order at 12:05 p.m.

Alice Glenn gave her Treasurer’s report: Jason will attach notes to this report.

The minutes from last month were approved at the end of the meeting.

Director’s Report-Jason Ford Please see attached report.

Jason introduced guest, Dustin Brown, who wishes to purchase the Iconic Burger location for a new business called Brown Mercantile who will display and sell refurbished antiques, as well as modern furnishings.

Dennis White presented a motion to approve this addition to Hartwell using the revolving loan available from Georgia Cities Foundation; Debbie Ray seconded. It was approved unanimously by Laura Seabolt, Elizabeth Brewer, Alice Glenn, Debbie Ray, and Dennis White. Vance Foster, abstained.

Other activities in Director’s Report:

* Plan First Application- we are hoping to achieve this designation based on the civic achievements our DDA has attained. Should know in a couple of months.
* Starbucks construction is ongoing; Popeyes to follow.
* ~$800,000 in tax credits from the Rural Zone Program.
* Our music system for downtown may be hosted by Greg Gaines’ potential radio station.
* Our annual planning session for DDA/Main Street will be held July 21st 12:00-3:00.

Archway- Rossana Cruz-Bibb

* is coordinating with the DDA on introduction of Way Finding signs. Design of signs will be done by UGA students; DOT will be letting us know which old signage may remain in place. The Design Committee will oversee the placement and inclusion of landmarks on signs.
* Recruitment packets/Developers’ Guide for young professionals who would consider relocating into the Hartwell market,
* New mural on side of Chamber building has been completed. Short discussion on replacing the mural on Shoppe on the Square building. Apparently, the paint on the current mural is deteriorating.
* The students designed the Gardens of Hart Tour brochure.

Chamber of Commerce

* We will assist when needed with the Chamber of Commerce events.
* We are anticipating the Vietnam Travelling Wall to be presented at Cateechee Sept. 2nd-6th.

Main Street - Promotions and Design – in Peggy Vickery’s absence, Tammy Hutchinson announced:

* Design committee completed the planting of 50 pots around the square. Perennials will hopefully flourish for several years. Will assess how well the businesses do in keeping them watered.
* Wayfinding signs in coordination with UGA Archway students; DOT will guide us as to which signs we may need to change.
* Other design priorities: Lights on Depot ordered and city will be stringing year-round lights on power poles around square when the city can work them into their busy schedule. Nick, from the city has the lights for Constitution Alley. Scott Barfield from the Brewery will hopefully be able to provide the electricity for the Alley.
* We will be helping Dennis White set up 15 new wrought-iron garbage cans around the square this Friday.
* Promotions Committee will host several ribbon cuttings and will help Chamber with Cars on Guitars May 29th.

We were reminded of the Gardens of Hart Tour this Sat. A very special event sponsored by the Botanical Gardens.

Organization: no report from committee

The meeting adjourned at 12:40 p.m.

Submitted by Tammy Hutchinson, Secretary