DDA/Main Street Minutes

April 20, 2022

Executive Board Members present: Debbie Ray, Alice Glenn, Paul Sewell, Dennis White, Carey Jackson

Executive Board Chairman: Carey Jackson

Director: Jason Ford

Main Street Coordinator: Peggy Vickery, absent

Advisory Board Members present: Tammy Hutchinson

Guest attendee: Tray Hicks

Carey Jackson called the meeting to order at 12:00 p.m.

Alice Glenn gave the Treasurer’s report.

Tray Hicks, City Councilman and DDA office renter, spoke about his attending an Advanced DDA Training opportunity in Callaway Gardens. He spoke of some areas our city might implement that are becoming very important in other Ga. cities our size: Trash Compactors (City is looking into the possibility), Expanding the city historical district size to create trails, add more attractive crosswalks, ensuring more walkability. Gateway entrances add appeal—we’ll be addressing that in the fall.

We had a preliminary discussion re Tray’s interest in buying the DDA office on Franklin. That decision will be put on the agenda for next month’s meeting.

 Director’s Report – See Jason’s embedded report.

Among the notable announcements:

 Jason has been attending some very interesting, viable training sessions. in cities (Acworth, Rome) with populations somewhat larger than ours. From “Mobilize Main Street” they came away with many ideas, but would like us to study the use of large trash compacters that would be placed around areas of city where most needed. Dennis is looking at this, too.

 UGA Archway students are creating a 5-year strategic planning program which will cover tourism, streetscapes, wayfinding signs, etc.

 Jason announced Hartwell has been selected as a “Connected Resilient Community” through the Archway Partnership. Will complete 3 projects to maintain that designation.

 TORCH project is moving forward with help from Lake Foods with landscaping and curb appeal, Home Depot with fencing, and Ga. Soil with composting.

 Jason researched the cost of a potential Nancy Hart statue-$60-75,000. Still researching.

 We have 457 parking spaces in our town.

Main Street – In Peggy’s absence, Tammy announced that the 79 flower pots were planted and enhanced by the Main Street committee in mid-April. A Purina group planted 4 pots at Little Japan and donated $250. to our partnership program. We will be having high school students watering the plants on a regular basis. A battery was purchased for the water wagon.

 The piano, donated by Dru Ann Williams, will be painted by the high school Art students.

 The next Lunch and Learn for Small Businesses will be held May 24th.

Promotions- We’ll be having our Girls Night Out on May 5th.

The March minutes were approved. The meeting was adjourned at 1:00.

Submitted by Tammy Hutchinson, Secretary

DDA April Director’s Report

Training:

* Main Street Regional Meeting April 13th (Jason, Paul, Peggy, Amanda)
* Georgia Academy for Economic Development April 27th (Paul)
* Georgia Downtown Conference – Macon – August 22-25
* Main Street & DDA 101 – Paul (1 year to complete)

Activity:

* TORCH Update
* UGA Students visited Main Street (Peggy)
* Haralson County visited Hartwell Main Street
* Archway – Connected Resilient Community Designation – May 5th
* Cultivating Rural Entrepreneur and Transforming Economies - C.R.E.A.T.E Program – Georgia Power (selected) – May 10-11
* ILA Students – Strategic Plan Update - April 20th
* Facilitating Leadership Hart Youth – Exercising Community Leadership
* Andrew Clyde visit May 3rd

Community Connections:

* Rotary
* Archway Executive Committee
* College and Career Academy Board of Directors
* Hart County Education Foundation Board Member
* Georgia Initiative for Community Housing
* Poverty Taskforce

Main Street

* Lunch n’ Learn SBDC – May 24th
* Peggy’s Report