DDA/Main Street Minutes

September 15, 2021

Executive Board Members present: Elizabeth Brewer, Debbie Ray, Laura Seabolt

Executive Board Chairman: Carey Jackson, absent

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

Advisory Board Members present: Tammy Hutchinson

In Carey Jackson’s absence, Jason Ford called the meeting to order at 12:00 p.m.

Jason gave the Treasurer’s report in Alice Glenn’s absence:

Jason reported a very successful Vietnam Wall Memorial Exposition held at Cateechee over the Labor Day weekend. 5000 visitors toured the much-praised exhibit manned by retired veterans, many organizations, and volunteers. All publicity re the event was handled by Veteran’s Groups.

Jason reported the city, borrowing any changes to the second reading of the budget, has increased our budget to $40,000 this year. We look forward to putting those funds back into our great community. Our façade grant program will be expanded to award $10,000 so long as funds are available to Hartwell’s businesses interested in updating their business frontage.

He will assess with the board the possibility of paying off our building loan when Alice returns.

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

* Jason encouraged the board to finish watching a “Neighborhood Tool Kit” presentation that took place on Tues and Thurs this week. The emphasis was how downtown living affects a city.
* We have received 1.5 million in state Revolving loan assistance.
* Mary Lynn Johnson has received the international “Daily Points of Light” award given to outstanding volunteers. She has been a dynamic force in our Main Street program.
* He mentioned some upcoming events: Scarecrows, Monster Mash, Depot Days.
* Facebook is making a significant impact on event participation. Music downtown will be ongoing.

Main Street - Promotions and Design –Peggy Vickery announced

* Monster Mash will take place Oct. 30th from 10-12 am on Railroad Street.
* Girls’ Night Out will take place Nov. 11th with a Christmas theme.
* Ribbon Cutting at the Ax Throwing event this week.
* Main Street volunteers will be hosts at the Sept. 30th Art Center opening.
* The Design Committee is looking at Wayfinding signs (in conjunction with Archway), more picnic tables on square, possibly wrapping utility boxes with DOT approval, improving the look of the crosswalks in town, and promoting a “Hartwell-Made” theme for local vendors.
* We are excited to be able to present more façade grants with the city’s monetary encouragement.
* Peggy mentioned the policy of asking for street closure: The DDA will present to the city 45 days prior to the event: Event’s purpose, date, times, contact, and provide letters of support from neighboring businesses.

Organization: Helene Brown

No report, but her committee has started the Sponsorship/Partnership/Scarecrow campaign this week.

Minutes approved. Meeting adjourned at 12:40 p.m.

Tammy Hutchinson, Secretary.

The meeting adjourned at 12:30 p.m.

Submitted by Tammy Hutchinson, Secretary

Appendix I

DDA September Director’s Report

Training:

* Neighborhood Toolkit – September 14th & 16th

Activity:

* Recap Event – The Vietnam Traveling Memorial Wall – Volunteer Support
* Upcoming Event – Scarecrows, Mayors Monster Mash, Depot Day, Hartoberfest
* Board Reappointments – Carey, Debbie, Dennis, Vance
* Completed Closing – GCF Revolving Loan – Hart Development Partners
* Featured in Georgia Trend Magazine – Sustainable Futures Award
* Mary Lynn Johnson Recognized at the Daily Point of Light Award Recipient
* Chuckers Axe Throwing Ribbon Cutting August 16th
* 4Wholehealth building sold – Inside building will be Empower Yoga, Eden Family Chiropractic, From the Roots Nutrition, Massage Conscious
* September was the First Reading of 2022 City Budget
* Elizabeth – Cakes by Design closed, Michelle Wetherbee will be taking over the space with a bakery
* Aflac moved above Red Barn Canvas

Archway:

* Wayfinding Signage – DOT – Next Steps
* Quality of Life Developer/Resident/Tourism Workbook
* Mural – Farmers Insurance, Charlene Lee, The Brewery
* Downtown Streetscape
* Recap NEGA AgExpo (how do we draw people downtown while they’re here)

Chamber of Commerce:

* Economic Development
* Events & Tourism – 3pm after this meeting

Main Street

* Peggy’s Report