DDA/Main Street Minutes

January 19, 2022

Executive Board Members present: Elizabeth Brewer, Debbie Ray, Alice Glenn,

Executive Board Chairman: Carey Jackson,

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

Advisory Board Members present: Dixie Northrup, Debbie Kulcsar, Tammy Hutchinson

Guest: Rossana Cruz-Bibb, Paul Sewell

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

Alice Glenn gave the treasurer’s report.

Jason Ford introduced Paul Sewell to the Board as a potential new board member. We welcome his interest and talents!

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

Among the notable announcements:

* Jason and Terri Partain (Chamber Director) was scheduled to attend the Inaugural Archway Leadership Program Jan 20-21st but it was postponed due to snow. Future mtgs will be March 24, June 23, August 25. Sept. 15-16.
* A Mobilize Main Street program is a means to our entry into the Georgia Exceptional Main Street Community (GEMS). A downtown tour of Rome and Acworth will be held March 29th and 30th.
* A Leadership Summit will be held by the Ga. Downtown Association.
* Director’s requirements for maintaining position are 30 hours of continuing education. This is the usual expectation.
* Jason has submitted the final reaccreditation documents on Jan. 15th.
* We are addressing the 2022 Transformational Strategies for all of our community needs.
* Archway is our major channel for accomplishing so many of our community goals: Wayfinding signs, Streetscape Design, Tourism Product Development, Strategic Plan for Main Street. Mentioned here: There will be a cut-in off Franklin into MLK parking lot.

Main Street - Promotions and Design –Peggy Vickery announced The Main Street Program was a huge success this year.

* Peggy announced the Transformation Strategy project-a working document of potential accomplishments for 2022. Wayfinding signs (Gateway and Thoroughfare around city), Crosswalks, Façade grants, Picnic tables, Murals, Sailboats, Small Business Meetings who may be emphasizing best methods of advertising: “Choosing Your Channels.”
* Promotions Chairman, Dixie Northrup mentioned adding a Restaurant Week among many other plans.

Carey thanked Main Street volunteers for all their efforts and huge impact on the vitality of the city.

Jason reminded all of the Chamber Awards Banquet Jan. 27th at Cateechee.

Debbie Ray moved we adjourn the meeting at 12:40 p.m. Alice seconded. All approved the motion.

Submitted by,

Tammy Hutchinson, Secretary