DDA/Main Street Minutes

February 16, 2022

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

Executive Board Chairman: Carey Jackson

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

Advisory Board Members present: Tammy Hutchinson

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

Alice Glenn gave the treasurer’s report.

Jason Ford introduced Paul Sewell as a new board member, replacing Laura Seabolt. We welcome his interest and talents!

Jason announced that the Hartwell Downtown Development Association was named “Best of Georgia Business Association” in the *Georgia Business Journal Magazine*.

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

Among the notable announcements:

* Please see the 2021 Community Impact Report which traces the statistics of growth in seven significant areas. There will be monthly reports issued.
* The Community Leadership Conference will be held March 1. Jason participates in a minimum of 30 hours of training a year. Downtown Conference will be in Macon Aug. 25th

(Features DDA 101.)

* Impact Report found $8 million dollars of public, private and investment monies had been spent in downtown. 26 new jobs have been created.
* ARC (Appalachian Regional Commission) who partially funded the Torch Depot streetscape program will be visiting the site on March 4. W. Virginia Senator Mansion’s wife will be in attendance.
* Archway Projects play a dominant part in the success of our community with their strategic planning efforts. More in Main Street report.
* Jason has requested the Braves World Series’ Trophy to be featured in Hartwell.
* Jason would like us to start a conversation about having a Nancy Hart statue erected.
* City of Tallapoosa visit to Hartwell has been rescheduled.
* Jason congratulated the DDA members and sponsors of the Chamber of Commerce Banquet Awards held Jan.27th: HTC-Impact Business of the Year, Major Harris-Young Professional of the Year, Joe Hoffman, Volunteer of the Year, Gina Temple-Business Person of the Year, Debra Taylor, Small Business of the Year, Peggy Vickery-Community Champion. We are so proud of their accomplishments.
* The DDA is participating in the following organizations: Rotary, Archway Executive Committee, College and Career Academy Board of Directors, Hart County Education Foundation, and the GICH program, Georgia Initiative for Community Housing.

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

* Peggy announced continuing efforts toward securing Wayfinding signs (Gateway and Thoroughfare around city), The Design Committee will present plans to the city council in April.
* The Design Committee is researching possibility of having a part-time, seasonal, “Landscape Technician” to care for plantings and other beautification efforts. Application forms can be found on city website. We hope the city will assist MS in the funding of this effort.
* Picnic tables for courthouse grounds, a piano to be stored at the Ax Throwing venue on Howell St.- to be enjoyed by citizens and groups around the city. Dru Ann Williams donated the piano and we hope to have high school students paint it.
* Design will be repotting old pots on April 11 and promoting efforts for new businesses to purchase new pots.
* Peggy announced a Lunch and Learn on March 8 in conjunction with Archway for small businesses looking for new avenues of advertising: “Choosing Your Channels.”
* Promotions Chairman, Dixie Northrup, mentioned at the pre-mtg, that many other activities, she and her committee, hoped to add a Restaurant Week, a St. Patrick’s shopping event, and an Art Walk to feature the murals, sailboats, and art works in various locations around the city.

The minutes from last month were approved by Dennis White, seconded by Alice Glenn.

The meeting was adjourned at 12:40 p.m.

Submitted by,

Tammy Hutchinson, Secretary