DDA/Main Street Minutes

August 17th, 2022

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

Executive Board Chairman: Carey Jackson

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

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

Alice Glenn gave the full Treasure’s report for the time period up to August 16th. We are currently in a strong cash position.

Jason Ford gave the Director’s Report; it is copied below:

DDA August Director’s Report

Training:

* Hosting Main Street Regional Meeting October 18th
* Georgia Downtown Conference – Macon – August 22-25
* Main Street & DDA 101 – Paul (1 year to complete)
* Archway Leadership – August 25th

Activity:

* UGA students returning for service project - Halloween
* Archway – Students are returning so our Strategic Plan process will move quickly
* Cultivating Rural Entrepreneur and Transforming Economies - C.R.E.A.T.E Program – Georgia Power (selected) – Great Visit!!! Update on potential GEMS status
* Applied for TA Grant – Travel Alternative (sidewalks, walking, hiking, biking)
* Selected for Recreation Economies for Rural Communities (RERC) – The goal is to advertise outdoor recreation areas through Main Street as a gateway
* Charette - Rosanna

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

Omar Vega at Rolling Chefs is working with Chris Higdon at Georgia Cities Foundation for the potential of using a revolving loan to renovate the Rolling Chefs building at 126 W. Franklin St. A required step in supporting that application is a resolution of support from the DDA. Dennis White made motion to support Rolling Chefs application to Georgia Cities Foundation in the amount of $250,000. Elizabeth Brewer seconded the motion. All voted in favor.

A recommendation from Georgia Main Street was to establish a 501 c 6 organization so that Main Street can be a DMO. This would allow for the receipt of hotel/motel tax should the city decide to provide funding related to tourism specific activities to Main Street, as we market downtown as a destination. Discussion was held about the program and Alice Glenn made motion to allow the executive director to explore the process and begin gathering necessary resources with the intent of deciding next month. Paul Sewell seconded that motion, and all voted in favor.

Peggy Vickery gave a report on Main Street activities – Cleanup day downtown was completed with support from Main Street Volunteers, Hartwell Service League, and Kiwanis. Upcoming events include the Hartwell Makers Festival, Depot Day, Hartoberfest, Scarecrows, and Monster Mash. They are working with the high school to pain the traffic boxes. Main street hopes to reinstall lights on top of the buildings downtown. They purchased a shade tree for Railroad Street Park and are putting in a flagpole.

The minutes for the July meeting were adopted.

The meeting was adjourned at 12:45.

Faithfully Submitted,

Jason Ford