

DOWNTOWN DEVELOPMENT AUTHORITY CITY OF SNELLVILLE

Meeting Minutes January 15, 2015

I. CALL TO ORDER

The meeting was called to order at 4:04PM. Directors present: Buddy Scott, Nelson Williams, Sam Roper, Dan LeClair, and Don Goldsmith. Also present was Eric Van Otteren.

II. MINUTES AND FINANCIAL REPORT

Approval of the minutes was postponed to the February meeting. There was no financial report.

III. OLD BUSINESS

1. Review 2014 action plan. The directors reviewed the 2014 action plans and discussed setting a date for a retreat to develop an action plan for 2015. The directors set January 29 from 4-8PM as the time for the planning session. Eric is to call Don Britt at Summit Chase and schedule the meeting.
2. Discussion of a 2015 DDA Budget. Don and Dan, along with the directors present discussed development of a 2015 budget. Eric shared that the excise tax is creating a revenue of approximately \$6,000 per month from July to November.
3. Discussion of Status of Master Signage project. Eric shared with the directors that the City Manager had not prepared the signage project RFP yet.

IV. NEW BUSINESS

1. Plan to Develop a 2015 Action Plan. The directors discussed this under item 2 above.
2. Community Awareness of Master Signage program. [leasing agents, etc.] The directors discussed creating an awareness campaign around the recently completed signage project. Jack Poles was identified to lead a marketing task force to develop an awareness campaign to local businesses.
3. Follow-up Regarding LCI Update Application and launch of the Tactical Urbanism Demonstration project. Eric announced that the DDA will be the recipient of a Tactical Urbanism Demonstration project grant to model a public market to the community. The first meeting of the project team occurred on January 13. The planning is off to a good start.

V. ANNOUNCEMENTS

1. Next Meeting: February 19 at 4:00PM in City Hall.

VI. PUBLIC COMMENTS

Motion was made to adjourn by Nelson, seconded by Jack. All approved.
Meeting adjourned at 4:55PM.