

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF
DIRECTORS MEETING
MINUTES
June 25th, 2025, 2PM**

Board Member Attendance: Lindsay Gentry, Elizabeth Highsmith, Rex Gerlinger, Bill Tinley, Jesse Palmer III, Roxanne Reid, Jenna Maddox

Board Member Absence:

Staff Member Attendance: Don Lively, Emma Mullis

Other Attendance: Nan Lynch, Lindsey Keller

- 1) Meeting was called to order by Co-chair Gerlinger at 2 pm
- 2) Review and approve/change/accept minutes from previous meeting.
 - a) Motion to approve Elizabeth Highsmith
 - b) Second Jenna Maddox
 - c) Approved X Not Approved
- 3) Partner Reports:
 - a) Chamber of Commerce: N/A
 - b) D.O.O.R: The annual Trick or Treat on Liberty will be on Friday afternoon, October 31st.
- 4) Old Business:
 - a) Don Lively reported that he has raised enough donations to pay for the fireworks show that will be on Thursday, July 3rd, at sundown.
 - b) Downtown Power bill concerns. Representatives from Georgia Power came to the Downtown Merchants Meeting on Wednesday, June 25th, to present ways to decrease power bill costs. Don Lively will provide all downtown businesses with the printed information that was provided, as well as with contact persons at Georgia Power for businesses owners to contact.

- c) Downtown Restroom Project. Don Lively has contacted Jillian Ready, of Johnson, Laschober and Associates who spoke to the board at the May meeting. She agreed that she could do the drawings for the project for \$3000 or less. After discussion, Elizabeth Highsmith made a motion that the DDA spend up to \$3000 for the drawings. Rex Gerlinger seconded the motion, which passed unanimously. Don Lively will make the contractual arrangements.**

5) New Business:

- a) Nan Lynch and Lindsey Beasley presented information about a possible social media plan for the downtown. They have been in contact with Stacie Social of Augusta. The plan would include Brand Development, Social Media Development, among other aspects. Jesse Palmer III stated that if the board agrees to the plan, he will kickstart it with a donation of \$5500. There was also discussion as to whether or not Hotel-Motel Tax / Tourism dollars might help fund the program, if the board agrees to the plan. It was brought up that the Chamber of Commerce is currently involved in similar plans, part of which highlight the downtown. The idea will be discussed further at future meetings.**
- b) Don Lively reported that a new business will be moving onto Liberty Street. Valerie Horst of Val's Sewing and Alterations will move her business into the recently vacated Looking Glass Salon building at 638 N. Liberty Street.**
- c) Don Lively provided the board with copies of the most recent list of vacant buildings in the downtown.**
- d) Don Lively reported that he and Community Development Director Shelley Broxton will be meeting with Southern Banks representatives about the three downtown buildings that Southern Bank owns.**

6) Adjournment:

- a) Rex Gerlinger made a motion to adjourn.**
- b) Jesse Palmer III seconded the motion.**
- c) The meeting was adjourned by Chair Gentry at 3:40pm.**