

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF  
DIRECTORS MEETING  
MINUTES  
July 23<sup>rd</sup>, 2025, 2PM**

**Board Member Attendance:** Lindsai Gentry, Elizabeth Highsmith, Rex Gerlinger, Jenna Maddox, Roxanne Reid

**Board Member Absence:** Jesse Palmer III, Bill Tinley

**Staff Member Attendance:** Don Lively, Shelley Broxton, Alisha Hayman

**Other Attendance:** Nan Lynch, Lindsey Keller

- 1) Meeting was called to order by Chair Gentry at 2PM.
- 2) Review and approve/change/accept minutes from previous meeting on June 25<sup>th</sup>, 2025.
  - a) Motion to approve Rex Gerlinger
  - b) Second Elizabeth Highsmith
  - c) Approved   X   Not Approved
- 3) Partner Reports:
  - a) Chamber of Commerce: N/A
  - b) D.O.O.R: Nan Lynch and Lindsey Keller have contacted Chamber of Commerce President Ashley Roberts about the social media campaign. It was agreed that there could be a change to Sadie Social (discussed during the DDA meeting on June 25<sup>th</sup>) and that the cost would be close to the same. It would continue to be funded with tourism dollars.
- 4) Old Business:
  - a) Downtown Public Restroom Project discussion. Don Lively reported that he has entered into the previously discussed and approved contract with Johnson, Laschober and Associates, PC, for the conceptual drawings done by Jillian Ready. The total will be \$3000. Some possible ideas discussed were: Picnic tables built

by the high school shop classes. Handwashing stations outside of the restrooms. A map of the downtown and event calendars on the walls. A bird dog statue. A possible food truck day which would require access to nearby restrooms. LED lighting that change colors.

Additionally, it was discussed that some of the work on the project could be “in kind” work.

- b) **Downtown Surveys discussion.** Shelley Broxton presented her findings for the surveys. Some business owners stated that there were not enough networking opportunities downtown. Some stated that there was not enough contact with the DDA director or with DDA board members. It was suggested that more frequent business visits by the director and board members would help the business owners to feel more a part of the downtown. It was also suggested that a new map of the core commercial district that clearly defines what the downtown actually is would be helpful. It was suggested that getting the city back into the Main Street Program would help the board to address some of the issues that the surveys raised.
- c) **Secret Shopper surveys.** Roxanne Reid reported that she has only received 26 surveys that covered the 15 (of 16) businesses that were visited. She reported that the one survey about her own store was “eye-opening” and provided good feedback. She will need more surveys to be completed to be able to do better analysis.

**5) New Business:**

- a) **Southeast Rural Community Assistance Project, Inc.** Don Lively presented the program basics to the board, reference low interest, long term loans to the DDA for the purpose of completing the downtown restroom project. It was the consensus of the board that the same kind of loan could be done utilizing local lenders.
- b) **Georgia Council for the Arts Grant.** Don Lively informed the board that he is looking into grants to have murals done on the walls at the downtown restroom project site, grants similar to the one used to do the bird dog mural at 6<sup>th</sup> and Liberty.

**6) Adjournment:**

- a) **Motion to adjourn by Rex Gerlinger**
- b) **Second by Jenna Maddox**
- c) **Meeting adjourned by Chair Gentry at 3:15PM.**