

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF  
DIRECTORS MEETING  
MINUTES  
August 20<sup>th</sup>, 2025, 2PM**

**Board Member Attendance:** Lindsai Gentry, Elizabeth Highsmith, Rex Gerlinger, Jesse Palmer III, Jenna Maddox

**Board Member Absence:** Bill Tinley, Roxanne Reid

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

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

- 1) Meeting was called to order by Chair Gentry at 2:03 pm
- 2) Review and approve/change/accept minutes from previous meeting on July 23<sup>rd</sup>, 2025.
  - a) Motion to approve by Elizabeth Highsmith
  - b) Second by 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 31<sup>st</sup>, 3pm until 5pm and the streets will be closed. Christmas on Liberty will be on Friday evening, December 5<sup>th</sup>. There have already been a number of good quality vendors to sign up. Arrangements have been made with the Chamber to phase out the current social media campaign and to begin the new campaign with Stacie Social.
- 4) Old Business:
  - a) Don Lively and Shelley Broxton have begun working on the process of getting Waynesboro back into the Georgia Main Street program. There are preliminary forms that have to be completed before the City is even allowed to apply.

- b) In her absence, Board Member Roxanne Reid provided the board with a summary of results from the secret shopper survey. Board members were provided copies of the data for their perusal.**
- c) Public restroom space. It was recommended and discussed that until construction begins on the site that it be used for food truck days. It was also recommended and discussed that possibly the DDA could set up a shop or booth at the site during Christmas on Liberty, with board members working shifts during the event. There also suggestions as to how to “dress up” the site.**

**5) New Business:**

- a) Don Lively informed the board that the annual Downtown Open House will be on Sunday, November 23<sup>rd</sup>, from 1 to 5PM. It was recommended that cutting boards with the “Bird Dog Capital of the World” logo be giveaways for this year’s Open House. Board members are encouraged to come to the event and work shifts at the DDA table.**
- b) Don Lively informed the board that the Mayor’s Festival of Trees will take place again this year beginning the week after Thanksgiving. It was suggested that the DDA sponsor a tree and decorate it with bird dog ornaments.**
- c) Don Lively informed the board that the annual DDA Christmas Parade will be on Saturday, December 6<sup>th</sup>, at 1PM. It was suggested that the theme for the parade be “A Griswold Christmas Vacation”.**
- d) Don Lively informed the board that Waynesboro Martial Arts will be moving from their current location to 629 N. Liberty Street, the former Willow Lane building.**
- e) It was suggested that new DDA nametags be purchased for the board to be used during events. Don Lively will look into the idea.**

**6) Adjournment:**

- a) Motion to adjourn by Elizabeth Highsmith**
- b) Second by Rex Gerlinger**
- c) Meeting was adjourned by Chair Gentry at 3PM.**