

The DDA held its regular meeting on Friday, February 11, 2022, at 8:00 a.m. in the Second Floor Commission Room of Toccoa City Hall. Chairman Hall called the meeting to order at 8:03 a.m. Mrs. Crosby gave the invocation.

The following were in attendance: Chairman Marilyn Hall, Mrs. Terri Goethe, Mr. Joe Sewell, Mr. Clay Fisher, Mr. Bryan Westmoreland, Mrs. Connie Tabor, Mr. Christian Hamilton, Mrs. Sharon Crosby, and Ms. Tami Mayhugh. Chamber President Julie Paysen and Intern Mr. Brian Ulbricht were also in attendance. Vice-Chairman Letha Phillips, Mr. Clint Sanders, TCC Liaison Terry Carter, and SCDA President Brittany Ivey were absent.

Chairman Hall called for the addition of the “DDA Welcoming Committee” to be included in the agenda. Upon a motion made by Mr. Fisher and seconded by Mr. Westmoreland, the February 11, 2022 Agenda with the inclusion of the “DDA Welcoming Committee” was unanimously approved.

Upon a motion made by Mr. Westmoreland and seconded by Mr. Sewell, the January 14, 2022 Regular Meeting Minutes were unanimously approved. Additionally, upon a motion made by Mr. Fisher and seconded by Mr. Westmoreland, the January 24, 2022 Work Session Minutes were unanimously approved.

## Reports

- a. **Main Street Events Update.** Mrs. Crosby provided the report. She mentioned the Arber Day event starting at 4pm on February 18, 2022, and “Cruzin’ Down Doyle” sponsorship amounts. She also discussed Toast of Toccoa, which will take place from 12pm - 6pm on April 30, 2022. She also discussed new sip and stroll regulations.
- b. **Downtown Meet-and-Greet.** Mrs. Crosby stated that a meet-and-greet is being scheduled at the Simmons Bond Inn on March 28, 2022, at 6pm.
- c. **Ritz Theatre Events Update.** Ms. Mayhugh provided the report. She mentioned that January had 3 theatre rentals and 7 scheduled theatre rentals for February. She also stated that all of the lighting in the auditorium was repaired.
- d. **Introduction of Intern.** Mr. Hamilton introduced new Intern Brian Ulbricht to the DDA.
- e. **January 2022 Financial Report.** Mr. Hamilton provided the report.
- f. **Downtown Street Parking Update.** Mr. Hamilton explained that staff would like to send letters to downtown business and property owners from Police Chief Jimmy Mize before instituting an ordinance mandating two-hour parking downtown. The Staff would like to see if this method has some degree of success, in addition to personally contacting business and property owners.

## I. Unfinished Business

- a) N/A

## II. New Business

- a) **Façade Grant Application Funding Request. Tugart Properties, LLC for Property located at 145 North Alexander Street.** Mr. Hamilton explained that Mr. Terry Carter submitted an application on behalf of Tugart Properties, LLC to request funding for exterior work to be completed at 145 North Alexander Street, the current location of WNEG Radio and Rhythm Academy Dance Company. According to the Façade Grant request, the project includes repainting three sides of the exterior of the building using similar colors and design repainting the gooseneck lighting and replacing the fabric of the existing awnings using similar colors and design. Mr. Hamilton added that, per the memo in their packet, since the project deliverables are classified as general maintenance, no COA approval is needed from the HPC, and thus, work can begin should the DDA approve the funding. He states that the total estimated project cost is \$10,586. Since the Façade Grant Fund awards up to \$5,000 in reimbursement funding, depending upon allowable costs from submitted invoices, canceled checks, and receipts. Mr. Hamilton asked the DDA to please review the Façade Grant Application. Chairman Hall stated that, since Mr. Carter had previously done work on the building

over three years prior, he was once again eligible to receive funding. Upon a motion made by Mr. Fisher and seconded by Mr. Sewell, the Façade Grant Application Funding Request was unanimously approved based on funding availability and allowable expenses.

- b) **Downtown Development Authority Welcoming Committee.** Chairman Hall stated that a DDA Welcoming Committee would be a way to make businesses feel welcome by providing gift baskets. The goal is to start with new businesses and then show appreciation to existing businesses in the community. Chairman Hall mentioned the DDA would like to be informed when a new business arrives in the community. Beginning in March the committee will welcome the businesses: R&R Prime, Fitness Place, and Magic Oven. Chairman Hall stated that she would coordinate with Mr. Hamilton to discuss creating welcome baskets.

### III. Other Business

1. **Chamber Report.** Mrs. Paysen provided her report. She stated that *The Mulligan Movie* would premiere between April 18<sup>th</sup> – 23<sup>rd</sup> at the Ritz. She also added that the Annual Awards Ceremony will be on April 26<sup>th</sup> or 28<sup>th</sup> and a golf tournament will be held on May 11<sup>th</sup>.
2. **SCDA Report.** No report was given.

There being no further business, upon a motion made Mr. Westmoreland by and seconded by Mrs. Goethe, the regular meeting of the Downtown Development Authority was adjourned at 8:54 p.m.

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Christian Hamilton  
Main Street Manager

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Marilyn Hall  
Chairman