



Minutes

Regular Meeting

Thursday May 6, 2021 6:30 pm

Council Chambers

Loganville City Hall

Attendance:

Directors Present:

Lee "Skip" Baliles
Michael Dermer
Tricia Elliott
Branden Whitfield

Directors Not Present:

Dana Russell

Invited Guests Present:

Anne Huntsinger City Council Member and Chair of the
Economic Development Committee

Other Guests Present:

Joanne Byrne-Riccardi
Melanie Long
Mark Cain

Call to Order: Chairman Baliles called the meeting to order at 6:30pm.

1. Pledge of Allegiance and Prayer

Pledge was led by Mr. Whitfield and prayer by Mrs. Elliott

2. Approval of Minutes of March 4, 2021 Meeting and Treasurer's Report

Minutes - Minutes for March 4 2021 were read by Skip Baliles. A motion to approve last meeting's minutes was made by Mrs. Elliot and seconded by Mr. Dermer and was unanimously approved.

Treasurer's Report – Treasurer's report was read by Mr. Baliles and Mr. Whitfield prepared by Rick Stepp (attached) which showed a balance on hand as of May 4 of \$37,428.15 in the Operating Account and \$3,350 in the Events Account. Upon a motion made to accept the Treasurer's report by Mr. Dermer and seconded by Mr. Whitfield the report was unanimously approved.

Mr. Stepp also reported that he had provided LDA financial records to the City in response to their request for information to complete the City's annual financial audit.

3. Guest Speaker: Anne Huntsinger, City Council Member and Chair of the Economic Development Committee

Before Mrs. Huntsinger spoke Chairman Baliles informed everyone in attendance that Rick Stepp turned in his letter of resignation from the LDA for busy work reason, and noted Dana being able to step in as Treasurer until we have our next officer election meeting

Mrs. Huntsinger was welcomed and handed out a sheet informing us of the highlights of the Citizen Advisory Group's survey report and said the whole report was online for anyone to check out in its entirety. She answered questions from the LDA board. Mr. Whitfield asked what and when should we on the LDA seek out development for downtown. She answered that the city was going to have a town hall to speak more about downtown with the citizens to develop a plan for downtown and when that plan is available then we would know what to seek out and when. Also asked was about Danny Roberts and when he was going to be able to speak about downtown and be in negotiations if needed. Mrs. Huntsinger said after the council got the plan of downtown then he would be able to because she doesn't want to put him in an unfair situation like during the last development when the incoming deal fell through. Mr. Baliles asked about putting city properties in the LDA and Mrs. Huntsinger said in time we may have to do the land deals but not until they have the plan and she doesn't want to seem like it's undermining the process of the CAG and town hall putting it in the LDA too early without having the plan.

The attendees of the meeting asked Mrs. Huntsinger questions about traffic, what we can do to facelift our current downtown buildings, and the library. Traffic issues were discussed. Incentives were brought up by Mrs. Long and Mrs. Byrne-Riccardi to influence current building owners to upkeep their buildings better. Mrs. Huntsinger said she didn't know if tax revenues could be used for that purpose. Mr. Baliles commented about how in the past the city tried to do a 50/50 incentive with the building owners and it wasn't utilized.

4. Events Committee Report and Update

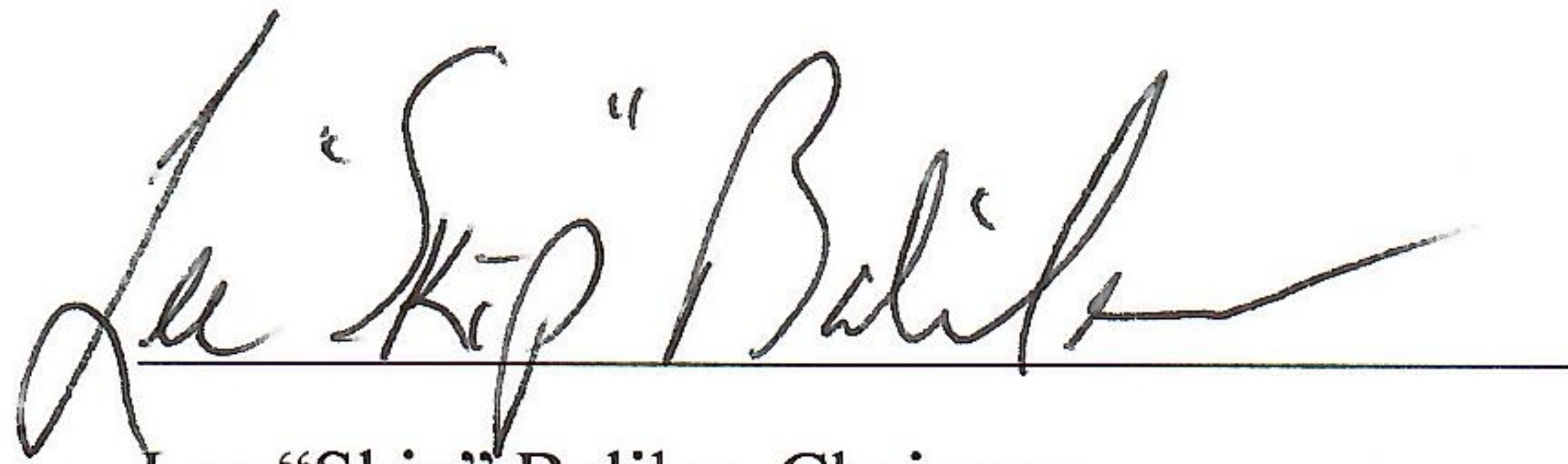
Mr. Whitfield spoke of the success of the events in how having events in the city help drive business, how it helped the local art scene and musicians, and how it got the LDA's name out to the public so people and local businesses know where here and where we can help. He thanked all the sponsors and Mr. Baliles and Mr. Russell for their help and how it wouldn't be possible without them. He also thanked Mr. Dermer for the idea of selling tickets for people's choice voting. Mr. Whitfield said the city is working on the final expenses that need to be split per our agreement with the city in co-hosting the event with the LDA. He also showed the income from the event at \$900 from vendor and band application fees, \$1125 from people's choice tickets sales, and \$500 from the main event sponsor Whit's Inn totaling \$2525 in income generated from the event and stating he hopes after the city gives the expenses that that amount should cover a high portion of the event cost.

Mr. Whitfield asked for a straw poll on if the LDA wanted him to move forward with planning a Business Summit of all local business owners to come to at the end of the year to let the LDA know what they could do to help and pass along any questions/ideas to the city of Loganville as well. Also he saw this as a good meet and greet for local businesses to increase business to business trade/work and with a guest speaker from the SBA it could inform and help local business as well. Other ideas came up including one from Mrs. Huntsinger about selling tables to businesses to generate income. Mr. Whitfield also said having free drinks for attendees would be good for the event. All members of the LDA gave Mr.

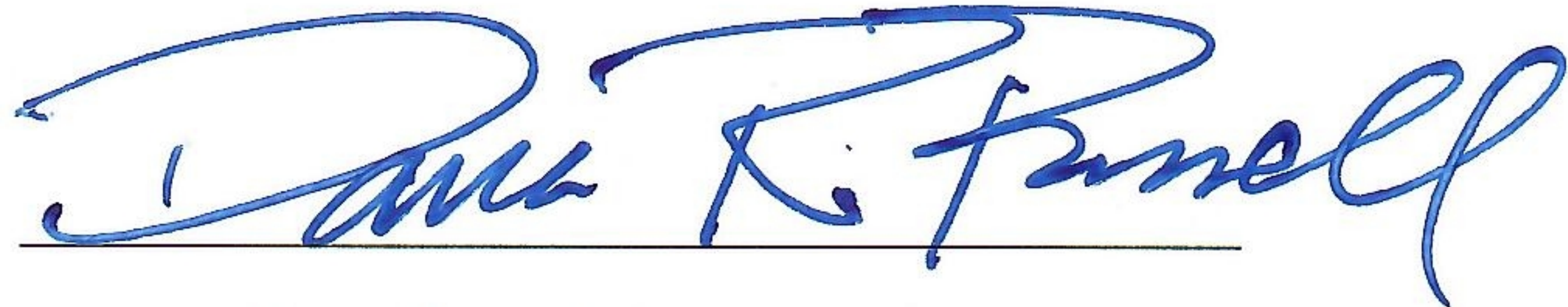
Whitfield the greenlight to start looking at dates and coming up with some cost associated with holding an event like this for the LDA.

6. Adjournment

On a motion duly made by Mr. Dermer, seconded by Mrs. Elliot, and unanimously approved, the meeting was adjourned at 8:15 pm.



Lee "Skip" Baliles, Chairman



Dana Russell, Secretary

