



Minutes

Regular Meeting

Thursday January 28, 2021 6:30 p.m.

Ag Building

Attendance

Directors Present:

Lee "Skip" Baliles
Michael Dermer
Tricia Elliot
Dana Russell
Branden Whitfield

Guests Present:

None

Directors Not Present:

Wendy Boland
Rick Stepp

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

1. Pledge of Allegiance and Prayer

Pledge led by Mr. Russell. Prayer led by Mr. Baliles

2. Approval of Last Month's Minutes and Treasurer's Report

Minutes - The last LDA meeting was held November 5, 2020. On a motion made by Mr. Dermer, seconded by Mrs. Elliot, minutes for the November 5, 2020 meeting were unanimously approved.

Treasurer's Report - Mr. Stepp provided a written Treasurer's Report prior to

the meeting (attached). The report was presented by Mrs. Elliott. The report presented \$952.00 in total debits and \$1,150 in total credits since the last report, resulting in a balance as of January 28, 2021 of \$39,428.15. Upon motion by Mr. Russell and second by Mr. Whitfield, the report was accepted by unanimous vote.

3. Update “Selling Ads” on the New LDA Website

Mr. Whitfield provided an update on website traffic, indicating that normal site traffic had been running at about 55 visits a day. Since the addition of the “Battle of the Bands” event information to the site, daily website visits had doubled.

Mr. Whitfield related his idea to set up a page on the LDA website as a repository for documents regarding city development plans, traffic studies, etc. Mr. Whitfield indicated that he would be speaking to the City’s IT manager about making this happen.

Branden noted LDA website sponsorships from Buffalo Lawn Maintenance (\$400 annual sponsorship), Andrea P. Gray, LLC (\$250 founding sponsorship), Colonial GMC (\$250 founding sponsorship), Legacy Beverage Center (\$250 founding sponsorship), and expected sponsorships from Legacy State Bank (\$250 founding sponsorship), and Loganville Package Store (\$250 founding sponsorship). Mr. Whitfield stated that Whits Inn had agreed to be the main sponsor of the “Battle of the Bands” event with a donation of \$500.

Mr. Whitfield provided information regarding the City’s agreement to jointly host the “Battle of the Bands” event with the LDA. Mr. Whitfield and the City agreed to a date of May 1, 2021 for the event with a rain date of May 8.

According to Mr. Whitfield, the City agreed to provide the venue, stage, equipment, and security for the event. The LDA would be responsible for collecting event entry fees, finding volunteer judges, auditioning and selecting bands, and advertising the event.

Mr. Whitfield also presented ideas for the LDA to host a 2021 year end business summit for local business leaders. The summit would include a speaker, opportunities for networking, and food and drink.

4. Select and Appoint and “Events Committee”

Mr. Whitfield expressed the need for a committee to assist in planning and carrying out LDA sponsored events. The group would need authority from the Board of Directors to be able to make decisions quickly to plan, prepare for, and

carry out events. The Committee would be given a budget allocation to utilize for this purpose.

Mr. Whitfield moved that and Events Committee be set up with Mr. Whitfield, Mr. Russell, and Mrs. Elliot as members. The motion was seconded by Mr. Dermer and received unanimous approval.

Mr. Baliles suggested that the board should establish a \$2500 events budget to be spent at the discretion of the committee. Upon motion by Mr. Russell and second by Mr. Dermer, the Board unanimously approved establishing a \$2500 budget for the committee.

Mr. Whitfield suggested the LDA set up a separate bank account for the committee's use and transfer of the \$2500 budget to that account. Upon motion by Mrs. Eliot and second by Mr. Dermer, the Board voted unanimously to set up a separate bank account for the committee's use and transfer of the \$2500 budget to that account.

5. Review of Citizen Advisory Report "Canceled" - Info not available until May

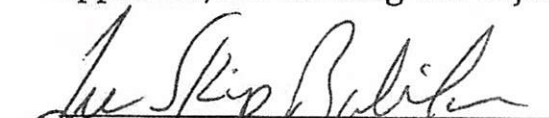
Mr. Baliles reported that the survey was now expected to go out in February with results expected in May.

6. Local Development Happenings

Board members discussed local developments including planned apartment development on 78 towards Snellville and an apartment development next to Loganville High School.

7. Adjournment

Upon a motion by Mr. Whitfield, seconded by Mr. Dermer, and unanimously approved, the meeting was adjourned at 7:53 p.m.


Lee "Skip" Baliles, Chairman


Dana Russell, Secretary

[Seal]



any other events. The Committee would be interested in any other information that
you have for this purpose.

It is noted that the above information was received from the City of
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Loganville Development Authority ("LDA")

Treasurer's Report / January 28, 2021

At our last meeting, November 5, 2020, the LDA had \$39,230.15 cash on hand (on deposit). Since that date, we show a debit of \$952.00, and credits totaling \$1,150.00, all as follows:

	\$ 39,230.15	Cash on hand 11-05-20
-	\$ 952.00	Check # 1019 to Andrea P. Gray LLC
+	\$ 400.00	Buffalo Lawn Maintenance LLC (website)
+	\$ 250.00	Andrea P. Gray LLC (website)
+	\$ 250.00	Colonial GMC (website)
+	\$ 250.00	Legacy Beverage Center

	\$ 39,428.15	

Therefore, the current cash on hand (on deposit) is \$39,428.15.

In addition, we have the following pending credits (deposits), as will be reflected on the next Treasurer's Report.

+	\$ 250.00	Legacy State Bank
+	\$ 250.00	Loganville Package Store

Note: All LDA funds are on deposit in a non-profit business checking account with Synovus / Loganville.

This 28 day of January, 2021.



G. RICHARD STEPP
LDA Treasurer