



Minutes

Regular Meeting

Thursday September 7, 2023 6:30 pm

Council Chambers

Loganville City Hall

Attendance:

Directors Present:

Tara Argo
Jamie Dempsey
Tricia Elliott
Dana Russell

Invited Guests Present:

Other Guests Present:

Directors Not Present:

Michael Dermer

1. Call to order and approval of agenda

Upon confirmation that a quorum of the directors were present, Chairman Dana Russell called the meeting to order at 6:41 pm. Mr. Dempsey moved to approve the revised agenda. After a second by Mrs. Argo the agenda was approved by unanimous vote.

2. Approval of Minutes of January 5, 2023, January 23, 2023, and June 15, 2023 meetings

Minutes from these called meetings were presented by Mr. Russell. After review, Mr. Dempsey moved to approve all three sets of minutes. Upon second by Mrs. Elliott, the board voted unanimously to approve.

3. Treasurer's Report

Mrs. Argo confirmed that there had been no activity or changes to the Authority's bank accounts since the last report and that she was working on getting access to the online banking website.

4. Election for office of Secretary

Mr Dempsey nominated Tricia Elliott to the position of Secretary. The motion was seconded by Mrs. Argo and unanimously approved.

5. Old Business

a. After hours event

Mr. Russell presented an idea shared by two board members of the Loganville Fine Arts Society to host a joint after hours event. After discussion the board agreed to enter into discussions on the subject with the Society.

b. LDA strategic planning

After reviewing the proposed mission statement for the Authority, Mrs. Elliott made a motion to adopt. Mrs. Argo seconded the motion which passed unanimously. After discussion of next steps the board agreed to schedule a work session to develop goals, objectives, and benchmarks.

c. Public officers liability insurance

Mr. Russell presented an anti-harassment and discrimination policy the insurance company had requested the Authority to adopt. After review, Mr. Dempsey made a motion to adopt. The motion was seconded by Mrs. Elliott and passed unanimously.

6. New Business

a. City of Loganville FY 2023 audit

Mr. Russell stated that the City had requested documents from the Authority to conduct its FY 2023 audit. Mrs. Argo confirmed receipt of the request and that she had all the financial documents that were requested.

b. GMA Heart and Soul Downtown Workshop

Mr Russell shared an opportunity to attend a workshop on downtown revitalization sponsored by the Georgia Municipal Association. Mrs. Elliott made a motion for the Authority to pay for one board member to attend the workshop. Mr. Dempsey seconded. The motion passed by unanimous vote.

7. Public comments

There were no requests to make public comment to the board.

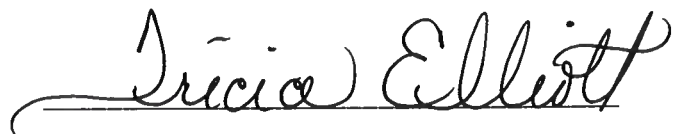
8. Adjournment

Chairman Russell asked for a motion to adjourn. On a motion duly made by Mrs. Elliott, seconded by Mrs. Argo, and unanimously approved, the meeting was adjourned at 7:38.



Dana Russell, Chairman

[Seal]



Tricia Elliott, Secretary



Minutes

Called Meeting

October 18, 2023

Council Chambers
Loganville City Hall

Attendance:

Directors Present:

Tara Argo
Jamie Dempsey
Tricia Elliott
Dana Russell
Mike Lee

Invited Guests Present:

Branden Whitfield

Directors Not Present:

Michael Dermer

1. Call to Order – Chairman Dana Russell called the meeting to order at 6:15 p.m.
2. Review and revision of LDA’s Strategic Planning documents, including LDA’s Mission Statement, Needs and Goals, Objectives and Benchmarks.

One goal is to create a vibrant downtown. An objective might include concerts. Our benchmark determines with the objective has been met.

The consensus is to accept the mission statement leaving it broad for greater flexibility.

The big picture is who in the community and who in the city can benefit from LDA being a liaison.

LDA can attend City Council meetings for discussions.

As a liaison between existing and potential new businesses, LDA needs to also be a liaison for a myriad of needs. Other counties utilize SCORE.org, which includes retired mentors for information. (A good idea to become familiar with SCORE, as this is an excellent resource.)

LDA should be a liaison for city owned property.

3. Value proposition

Create LDA Downtown newsletter. Possibly solicit funds through the newsletter for the LDA.

How to communicate with potential businesses?

Social Media

E-mail – for local businesses to sign up for LDA information

Newsletter

Host Morning Mingle event to help communication via email. There are approximately 60 businesses to target. Any business could be a recipient, however.

4. Considering a mural for downtown to spark interest from business owners. Possible grant for expense could be obtained. Known expense at this time is approximately \$6,000. The Fine Arts Society or Historic Society are possible avenues for such artwork. Artwork lasts approximately 8-9 years without touchup.

Leigh-Ann Aldridge of DDA in Monroe is a resource or Tina Lilly of Georgia Council of Arts.


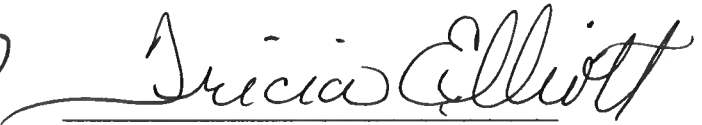
5. To improve attractiveness of existing downtown Mainstreet lighting is desired. Lithonia Lighting has affordable fixtures approximately \$200. per fixture. Georgia Power has separate departments that can help facilitate our need for lights along Main Street.

Fundraising to cover costs of such fixtures was mentioned.

Communication with business door to door to heighten awareness of LDA's existence and benefits for the community is a possibility. What benefits? Access to low interest capital loan programs; access to mentoring; access to business support - UGA SPDC (Small Business Development Center); opportunities for grants or downtown.

6. Adjournment

Motion was made by Dana Russell to adjourn with unanimous consent with our regularly scheduled meeting being on November 2, 2023 at 6:30 p.m.

Dana Russell, Chairman

Tricia Elliott, Secretary

[Seal]





Minutes

Regular Meeting

November 2, 2023

Council Chambers
Loganville City Hall

Attendance:

Directors Present:

Mike Lee
Jamie Dempsey
Tricia Elliott
Dana Russell

Invited Guests Present:

Other Guests Present:

Melanie Long

Directors Not Present:

1. Call to order and review of Minutes

Call to order at 6:37 p.m. with quorum of members present, as bylaws were reviewed to determine whether action could be taken with only four members present. Review of Minutes of September, 7, 2023 and October 18, 2023. Minutes of October revised to correct Leigh-Ann Aldridge's correct spelling and required signatures of Chairman and Secretary. Michael Dermer's name was added as Director Not Present as well.

Motion to approve the Minutes and September 7, 2023 and amended October 18, 2023 Minutes was made by Jamie Dempsey with second by Mike Lee. Motion passed unanimously.

2. Treasurer's Report

Treasurer's report was not available since Tara Argo was not present. Brief discussion regarding reimbursement for Mike Lee's training expense.

3. Review LDA Goals & Objectives

Jamie Dempsey is continuing to revise and enhance LDA's website including a Toolbox that includes easy access to resources for current businesses and future business owners, along with upcoming events. The Mission statement remains as is with discussion to include Morning Mingle to Potential Goals, along with name badges and business cards to Potential Objectives. The idea is to create generic business cards so all LDA members can utilize cards by writing one's name on the cards.

4. Communication with Members Not Present

Chairman Dana Russell received an email during the meeting from Michael Dermer officially resigning from the LDA. A motion was made by Dana to accept Michael Dermer's resignation. This was unanimously accepted. He also received an email from Tara Argo stating that she had her days confused thinking today was Wednesday instead of Thursday, so she was unable to attend.

5. LDA Goals & Objectives

Mike Lee is to do research on Main Street Program regarding preservation of historical buildings, along with State funds available. Another avenue mentioned by Jamie Dempsey was Main Street Georgia.

LDA's spreadsheet including Year, Completion Date, Goal, Objective, Priority and Responsibility was discussed at length. Revisions will be provided at LDA's 1/4/24 meeting.

6. LDA's 2024 Calendar & Members

Discussed dates for LDA's meetings in 2024 to include January 4, 2024, March 7, 2024, May 2, 2024, June 20, 2024, September 5, 2024, November 7, 2024 and January 2, 2025.

Motion to adopt LDA's calendar was made by Mike Lee. Tricia Elliott seconded and was unanimously accepted.

LDA's website is in need of photos from Tara Argo and Mike Lee, along with their biographies.

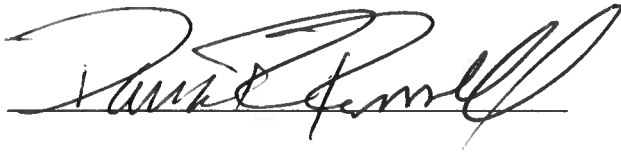
Brief inquiry as to whether Tara Argo would attend the GMA Heart & Soul workshop. She is not able to attend; as of this meeting no other member will be attending said workshop.

7. Public Comments

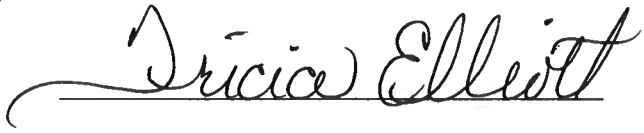
There were no comments made by the public.

8. Adjournment

Chairman Dana Russell asked for a motion to adjourn, which was unanimously accepted and adjourned at 7:57 p.m.



Dana Russell, Chairman



Tricia Elliott, Secretary

[Seal]

