



Minutes

Regular Meeting

Thursday September 24, 2020, 6:30 pm

AG Building

Attendance:

Directors Present:

Branden Whitfield
Lee "Skip" Baliles
Wendy Boland
Rick Stepp
Tricia Elliot
Dana Russell
Michael Dermer

Guests Present:

Andrea Gray, Attorney
Melanie Long
Joanne Byrne

Directors Not Present: NA

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

1. Pledge of Allegiance and Prayer

Pledge led by Andrea Gray and prayer led by Skip Baliles.

2. Approval of Last Meeting Minutes of July 23, 2020 and Treasurer's Report

Minutes - The last LDA meeting was held on July 23, 2020. On a motion duly made by Mr. Brandon Whitfield, seconded by Mr. Rick Stepp, and unanimously approved. The Minutes were approved as presented.

Treasurer's Report – Mr. Rick Stepp reported on the LDA's finances. First, he reviewed the financial records and as of July 23, 2020 the LDA's account balance was \$41,444.15. Second, he reported that the updated total as of today's meeting is \$39,230.15 after 2 checks were written and approved at the last meeting on July 23, 2020 for Andrea Gray, Attorney fees totaling \$714.00 and a check to Carl Vinson Institute for mandatory LDA training for members totaling \$1,500.00. On a motion duly made by Mr. Brandon Whitfield, seconded by Mr. Dana Russell, and unanimously approved.

3. Current Status of LDA Website

Mr. Whitfield reported that he needed a designated person to handle Open Records Requests. Andrea Gray, Attorney who currently handles them was unanimously designated as the person to continue to handle these requests as this person would need to be able to respond within 3 days of the request and maintain legal parameters for what is released to stay compliant. Mr. Whitfield also mentioned that all meeting minutes and agendas along with meeting dates are listed on the LDA website created. Mr. Whitfield secured a domain using the name LoveLoganville.com that redirects to the LDA website. Mr. Whitfield discussed the idea of speaking with the city's Events and Marketing Director, Mrs. Kristy Daniel to use this website page as an Events page for the City of Loganville. Mr. Whitfield hopes this would drive traffic to the page and businesses could advertise on the website for a fee that he suggested should be discussed at the next meeting. Mr. Whitfield discussed the possibility of having a couple of appointed LDA members to talk with business owners to get feedback on what they thought about advertising on the website. Mr. Whitfield will discuss with Jay Boland, who is a sales manager for online advertisements to get some ideas on how they should proceed to make this successful. On a motion duly made by Mr. Brandon Whitfield, seconded by Mr. Dana Russell, and unanimously approved.

4. Thank you to all who completed the mandatory training. All is complete.

Mr. Skip Bailies discussed his appreciation for everyone that attended the Carl Vision Mandatory Training and passed out certificates of completion to all LDA members.

5. Update from Dana Russell on current status of Citizen Advisory Committee progress

Mr. Dana Russell stated how each of the members of the group were chosen. Paul Smith is the Chairman. Surveys are being created to be sent out to all City of Loganville residents and business owners in the Loganville Water Bills that they will share with council.

6. Discussion and decision on November meeting

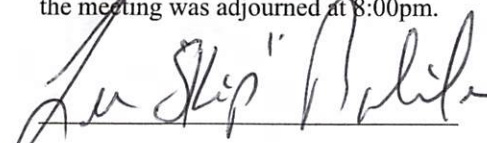
Mr. Skip Bailies discussed the possibility of moving November's meeting to another date or cancelling it if there is nothing to report since it falls on Thanksgiving Day. The discussion was made that meetings get moved to the 1st Thursday of the month. November's meeting will be held on Nov. 5th, 2020 in the City's Halls Chambers.

Other items not covered in the agenda were the following. Mr. Michael Dermer suggested having action items for each meeting such as, what to do to reach out to business to get them to come to Loganville such as Target. Mr. Brandon Whitfield said there are grants that are out there to help drive businesses to our area as well as grants to help current businesses update their signs for example. Mr. Whitfield said that we could even propose a grant to help businesses with any money made from businesses advertising on the LoveLoganville.com site.

Mrs. Wendy Boland resigned as LDA Secretary and Mr. Dana Russell was unanimously voted in. On a motion duly made by Mr. Brandon Whitfield, seconded by Mr. Skip Bailies, and unanimously approved.

7. Adjournment

On a motion fully made by Mr. Dana Russell, seconded by Mr. Mike Dermer, and unanimously approved, the meeting was adjourned at 8:00pm.



Lee "Skip" Baliles, Chairman



Dana Russell, Secretary

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