



01/05/2023 Meeting Minutes

Regular Meeting of the DDA Board of Directors
Board Room
1 Innovation Way
Woodstock GA 30188

Roll Call:

Present:

BOARD: Spencer Nix, Dwight Waggener, David Leggett, Melissa Madigan, Jason Sheetz,
Lisa Morton

STAFF/OTHERS: Brian Stockton, Sylvia Breitbart, Madison Beaulieu, Kyle Bennett, David Potts,
Christopher Brazelton - (5:33pm left meeting)

Absent:

BOARD: Trent Chambers

STAFF/OTHERS:

- 1. Pledge of Allegiance**
- 2. Meeting called to order at 5:04 PM**

Agenda Items:

- 3. Election of 2022 Officers**
Meeting proceeded to the election of Officers for 2023. Upon nominations duly made and seconded, the following were qualified and elected: Refer to section items 3.1 - 3.4.
- 3.1 Spencer Nix: Board Chair**
Leggett motioned and Morton seconded. Motioned carried 6/0.
- 3.2 David Leggett: Board Vice-Chair**
Waggener motioned and Sheetz seconded. Motioned carried 6/0.

3.3 Sylvia Breitbart: Board Secretary

Madigan motioned and Morton seconded. Motioned carried 6/0.

3.4 Melissa Madigan: Board Treasurer

Morton motioned and Sheetz seconded. Motioned carried 6/0.

4. Approval of January 5, 2023 Agenda

Sheetz/Madigan (Approval 6-0)

5. Approval of November 10, 2022 Minutes

Madigan/Sheetz (Approval 5-0 / 1-Leggett Abstain)

6. Business Items

6.1 INFO/VOTE: Landlord Approval for WA Event Green Improvements

Brazelton presented a Woodstock Arts Event Green and Stage Improvement Proposal for DDA (landlord) review and approval. All landlord approvals assume issuance of permits by the City of Woodstock. Proposed improvements include...

- Monument Signs – To help guests with wayfinding as well as promotion of location, approval was requested that the Reeves House and Kish Center each have monument signs in front of each location. Monument signs would be placed facing the Noonday Creek Trail.
- Restroom Container Signage – To increase more consistent and better messaging, a proposal was made to add additional signage and poster cases to promote upcoming events attached to the current shipping container restrooms, as well as a “Woodstock Arts” logo on top of the shipping container. This would also eliminate sandwich board signage being placed on the event green during events.
- Shipping Container – In an effort to simultaneously increase capacity for events and reduce labor for a sustainable operation, approval was requested to install a shipping container behind the stage that will house equipment with climate-controlled storage as well as small back of house tech set up for quick plug ins for small events such as movie nights, background music for events, rentals with low needs, etc. An ADA ramp will be included.

Budget figure for all improvements is estimated to be \$125,000.00, which includes resodding and grating of area. Brazelton is also applying for additional grants and funding from other private foundations for improvements as well. Refer to agenda packet.

VOTE: Board approved all improvement requests with a condition to Restroom Container “WOODSTOCK ARTS” Signage – this letter signage must be placed and appear on top of the restroom container instead of the side of the container.

Nix/Leggett (Approval 6-0)

6.2 INFO: Planning Retreat Itinerary

Stockton reviewed agenda and itinerary for the DDA Board Retreat and Joint Council/DDA meeting that will be held in Chattanooga on January 26th – January 27th. Itinerary includes a group session establishing new goals and priorities, learning and walking tours, group lunches and dinners, with Joint Council/DDA meeting held on Friday, January 27th at 1:30pm.

Proposed Tour focus by Stockton – art district tour, urban grocery store site tour, and incubator tour.

7. Financial Report

7.1 Balance Sheet DDA Report

Stockton reviewed DDA balance sheet. Refer to agenda packet.

7.2 FY 2023 YTD Budget

Stockton reviewed FY23 YTD DDA budget. Refer to agenda packet.

8. Board Comments

- No Board Comments.

9. Information Items

9.1 Made Mercantile Report

Beaulieu reported on Made Mercantile financials and highlights which included the following:

- December sales were just above \$50,000.00. Average sale per maker was \$2900.00.
- With Made Mercantile only opened Thursday – Sunday, 2022 total sales for the year were about \$275,000.00.
- 2 Makers are graduating this month. Will now have 2 spaces to fill. Beaulieu is currently talking with possible new tenants.
- Set 2023 calendar and working on speakers and educational series.
- Top Makers for the December were Dirty Unicorn, Woodstock Candle, and Cherokee Rose Candle. Each top maker held classes that assisted with their sales.

9.2 IN WDSTK Report

Breitbart reported on IN WDSTK revenue, memberships/subscriptions, and event updates, which included 12 renewals, 1 new investor Ambassador membership, 1 investor cancellation and the following upcoming IN WDSTK events:

- IN WDSTK has held 91 events YTD, in which overall attendance has been good for all events.
- 171 members/subscriptions YTD
- IN WDSTK 2023 event calendar has been created and approved. 2023 Calendar included a 4th LunchIN event.
- 2023 State of the City will be held Friday, January 20th at 7:45am at the Woodstock Arts City Center Theater. Program to begin at 8:15am.

- Jingle mINgle Highlights – Event was held on Thursday, December 1, 2022 / 6:00pm - 9:00pm at Reformation Brewery. \$3200.00 was raised to benefit the Woodstock Public Safety Foundation to assist with their "Shop with a Hero" event. Tickets sold for \$40.00 and \$45.00 at the door and include Queenies BBQ, 2 Reformation drink tickets and souvenir glass. Event also included a silent auction and ugly sweater contest. 100 people attended.
- Downtown Holiday Décor - IN WDSTK's INSeason Committee to start holiday décor tear down on Monday, January 9, 2023, with tree lights to be taken down on March 6, 2023.

9.3 Visit Woodstock GA Report

Brown reported on Lori Rowe Communication results and relationship, which is going well. Brown explained that there has been lead requests and information requests from AAA in December, Boston Globe in November and October, and Foter in September. So far total impressions with digital broadcast and print from media monitoring is 6.8 billion total impressions – with multiple placements on MSN Travel and MSN Sports. Estimated value on impressions is 63 million dollars according to industry formulas.

Brown explained that she has provided Lori Rowe Communications with information for the travel media room which includes "Any Season Experiences in Woodstock", such as cooking classes at Leaning Ladder, makers classes at Made Mercantile, and wine and whiskey tastings.

9.4 Visitor Center Report

Bennet reported 2022 yearly attendance for Visitor Center was 16,072. Past years attendance was 8,900 in 2020 and 12,900 in 2121.

December Visitor Center sales totaled a little over \$25,000. Half of these sales were Downtown Dollar sales. Other sales were driven by new merchandise such as sweatshirts, t-shirts and holiday ornaments designed by Made Mercantile makers.

Farmers Market will start mid-April and this year will be the Farmers Market 15 Year Anniversary.

10. Executive Session: Property, Personnel & Litigation

Motion to go into Executive Session to discuss Property, Personnel & Litigation
Nix/Sheetz 5:57pm (Approval 6-0)

10.1 Executive Session: Property, Personnel & Litigation

VOTE: Motion to approve Intergovernmental Agreement
Leggett/Waggener (Approval 6-0)

10.2 Executive Session: Property, Personnel & Litigation

Motion to go back into Regular Session
Sheetz/Madigan 6:05pm (Approval 6-0)

11. Motion to Adjourn

Sheetz/Leggett 6:05pm (Approval 6-0)