



## **03/02/2023 Meeting Minutes**

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

### **Roll Call:**

#### **Present:**

BOARD: Spencer Nix, David Leggett, Melissa Madigan, Jason Sheetz, Lisa Morton, Trent Chambers (Chambers arrival at 5:18pm)

STAFF/OTHERS: Brian Stockton, Sylvia Breitbart, Madison Beaulieu, Kyle Bennett, Stacy Brown

#### **Absent:**

BOARD: Dwight Waggener

STAFF/OTHERS: David Potts

- 1. Pledge of Allegiance**
- 2. Meeting called to order at 5:03 PM**

### **Agenda Items:**

- 3. Approval of March 2, 2023 Agenda**  
Leggett/Sheetz (Approval 5-0 / 1-Chambers not present)
- 4. Approval of January 5, 2023 Minutes**  
Leggett/Madigan (Approval 5-0 / 1-Chambers not present)
- 5. Approval of January 27, 2023 Joint Meeting Minutes**  
Leggett/Madigan (Approval 5-0 with amendments / 1-Chamberst not present)

Amendments: To be modified by City Clerk

- Remove closed meeting affidavit
- Remove Sylvia Breitbart from meeting attendance

## 6. Business Items

### 6.1 **INFO: FY23 Mid-year Update**

Stockton presented and provided an update on current projects which included:

- Event Green Refresh
  - Currently under construction - Hardscape/Sidewalk underway
  - Re-sod - mid-March or early April
  - Stage/Production to follow
  - GA Power upgrade in process
- Downtown Dumpster Renovation
  - Currently under construction – Demo/Utilities underway
  - New Enclosure – Mid-March or late March
  - Will include a grease trap
- Made Mercantile
  - Sales up 30% over last year
  - 5 Graduates with 2 more Makers leaving end of March
  - 3 Openings at end of March
  - Recently distributed a survey to all makers regarding their current business status. One-on-ones to review surveys and business plans will be scheduled this month
  - Continuing with education requirements that include mentoring, business plan, and business coaching
- Public Art Program
  - Stockton signed a notice to proceed with a firm out of Ohio called Designing Local for project
  - Stockton will be putting together a steering committee - 9 Month process
  - Funding for project will be paid by City-40% and CVB-20%
- Connect the Creeks Implementation
  - Project is connecting Noonday Creek and Rubes Creek to make a continuous loop downtown and activate space where possible
  - Project Funding: Received a \$200k grant from Atlanta Regional Commission with a city match
- Rebuild visitwoodstockga.com Website
  - Working with Maniac, who is a local development firm and ITI Digital, which is very specific tourism, eventing and location plugin based in Savannah, GA.
  - Looking to launch website early this summer
- Economic Development Department Restructure
  - Addresses priorities needed from the growing CVB organization and our mayor's business recruitment strategy

Refer to agenda packet.

## 6.2 **DISCUSS: FY24 Work Plan/Priority Projects**

Stockton presented and reviewed FY 24 project items that were discussed by board at the Chattanooga Joint Meeting trip for prioritization and work plan development for next fiscal year starting July 1, 2023. Items included:

- Real Estate
  - Priority DDA led assemblage(s)
  - Targeted property for investment/control
  - Assess need for additional non-profit investment arm
- Urban Design Assistance
  - Brian to work with CD to guide design standards/ideas for projects withing DDA boundary
- Site Planning Assistance
  - Continue to offer “grants” to key property owner for projects of significance
- DDA Boundary Expansion
  - Discuss opportunities for expansion to include key properties

## 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 included in 6.1 section under Business Items and the following:

- January and February combined sales totaled \$39,000.00.

### 9.2 **IN WDSTK Report**

Breitbart reported on IN WDSTK revenue, memberships/subscriptions, and event updates, which included 34 renewals, 10 new investor memberships, 2 investor cancellations, 12 events YTD and the following upcoming IN WDSTK events:

- LunchIN’ – March 8, 2023 // 11:30am with Pie Bar owner Lauren Bolden “Growing a Business: From Start-Up to Stay-Up
- mINgle – March 9, 2023 // 5:30pm at Diesel David
- Morning INfluence – March 31, 2023 // 8:00am with Cherokee County E911 Director, Shane Bonebrake
- Ribbon Cutting – Vera Bradley, March 10, 2023 // 9:30am

- Ribbon Cutting – The Board and Box, March 16, 2023 // 11:00am
- IN WDSTK Board Meeting

### **9.3 Visit Woodstock GA Report**

- Brown reported on this year’s pub crawl series which kicked off on February 18th with the Mardi Gras Pub Crawl. Brown explained that she is all set for the Shamrock Pub Crawl that is scheduled for Saturday, March 18<sup>th</sup>.
- Brown stated that we will have a print piece in the May issue of the Atlanta Magazine’s Summer Fun Guide. It will be a summer long event calendar.
- Visit Woodstock GA will be listed as a production partner for the 2023 Woodstock Summer Concert Series – total value is \$58, 000 a year.

### **9.4 Visitor Center Report**

- Bennet reported February’s attendance for Visitor Center was 1,124, which is a new record for February. February’s high attendance was due to Pub Crawl events and Arbor Day.
- Bennett reminded everyone that the Farmers Market will start mid-April and that this year will be the Farmers Market 15 Year Anniversary. A total of 96 vendor applications have been received this year. Bennett is looking to possibly add more vendor spaces around the event green and Reformation Brewery.
- At this year’s CVB Conference held in Albany, GA., Woodstock Arts received the 2023 “Travelblazer” award for the Reeves House Project.
- Bennett explained that he will be attending the North Georgia Winter Chautauqua Tourism Conference later this month that will be held at the Brasstown Valley Resort in Young Harris, GA.
- Bennet is currently working on setting schedules for the walking tour series and Family Fun Night events and will report line-up information at next month’s DDA meeting.

## **10. Executive Session: Property, Personnel & Litigation**

Motion to go into Executive Session to discuss Property, Personnel & Litigation  
Morton/Sheetz 5:38pm (Approval 6-0)

### **Executive Session: Property, Personnel & Litigation**

Motion to go back into Regular Session  
Sheetz/Leggett 6:02pm (Approval 6-0)

## **11. Motion to Adjourn**

Morton/Sheetz 6:02pm (Approval 6-0)