

**GEORGIA DOWNTOWN ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES  
CANTON  
July 25, 2023**

The GDA Board of Directors held its regular meeting on Tuesday, July 25<sup>th</sup> at Queenie's in Canton. President Fowler called the meeting to order at 11:01 am.

**The following Board Members were in attendance:** President Jeffrey Fowler, Vice-President Emily Hopkins, Secretary/Treasurer Aundi Lesley, Past President April Norton, Mr. Mathew Hill, Ms. Velinda Hardy, Mr. Taylor Smith, Ms. Tonya Parker, Ms. Abbey McLaren, Ms. Kendrick Ward, Ms. Kira Harris-Braggs, Ms. Suzanne Roberts, Mr. Jason Ford, and Mr. Qaijuan Willis.

**Absent:** Ms. Abigail Strickland

**The following Staff Members were in attendance:** Ms. Renée Coakley, Ms. Cindy Eidson, and Ms. Sadie Krawczyk.

**The following Partners were in attendance:** Mr. Clark Stancil.

**Review and Approval of Minutes:** The June 20<sup>th</sup> minutes were reviewed. Mr. Ford motioned to approve. Mr. Hill seconded. All were in favor. Motion carried.

**Review and Approval of the Financial Reports:** Ms. Coakley presented the May financial report. Professional Services-Other reflected \$1700 but should reflect \$11,466 to represent the 2023 Actual Budget which includes payment for the CDP Program. Travel and Entertainment reflects her mileage and the May board lunch, which should be moved to Food Expenses. The \$53.49 under office supplies should be moved to sponsorship of other conferences. She has requested the corrections. Commercial Printing charges include Save the Dates for conference and board member nametags. Misc. Expenses showed charges for Abigail's baby shower in Warrenton. Membership dues reflect \$23,300 and Ms. Coakley will provide a drop list of members and nonrenewers. Ms. Norton motioned to approve with a second motion from Mr. Willis. All were in favor. Motion carried.

## **Committee Reports**

### **I. Executive Committee (Internal Operations)**

- a. *GMA Ethics and Civility:* Larry Hanson reached out to President Fowler asking GDA to consider joining the GMA Organization of Ethics and Organization of Civility programs. He asked everyone to read over the information and be ready to take action at the next meeting.

### **II. Education and Training**

- a. *CDP Update:* Mr. Willis reported the committee met yesterday to review each CDP class and presentation. They focused on formatting each session in a way that anyone can instruct the class. Ms. Hopkins reminded everyone that the program is not specific to Georgia. The information is valuable and will be a signature program. The first class will be held at conference and is already full at 36 people.

### **III. Marketing & Membership**

- a. *Marketing:* Ms. Coakley reported that the social platforms currently have 2650 Facebook Followers (up 15 from last month) and 855 Instagram Followers (up two from last month). Swag has arrived with the exception of the mugs, which will be in before conference. She hopes to get merchandise sales online for regular purchase.
- b. *Membership:* There are 200 paid members as of 7/21/22 and 12 unpaid invoices.

**IV. Legislative:** N/A

- V. Conference Committee:** Ms. Hardy reported she will have volunteers on site and a spectacular breakfast and lunch option that was within budget. There will be a pre-conference webinar on August 8<sup>th</sup> answering frequently asked questions about the conference, and the recording will be posted on the website afterward. Ms. Coakley will send out a volunteer sign up for Sunday to help organize and set up. There are currently:
- i. 170 registered for full conference
  - ii. 9 registered for one day only
  - iii. 15 sponsors
  - iv. 17 exhibitors
  - v. 36 in the CDP class
- b. Four locations have submitted an RFP to host the conference in 2024. Ms. Coakley will send those to the committee today for review before their meeting next week.

- VI. Policy & Procedures:** Mr. Hill presented a new board member agreement and bylaws draft for review. The membership will vote on the bylaws at the August meeting. There were a few notes on corrections or minor changes. The board will review and submit changes to Mr. Hill. There will be a special called meeting on August 2<sup>nd</sup> after the webinar at 11:30 am to take action on the bylaws. The board member agreement will be adopted at the August meeting. The policy and procedures manual will be presented after conference.

**VII. Other Business:**

- a. Ms. Hardy shared the Destination Downtown, a tri-state collaborative conference held annually in the fall by Louisiana, Arkansas, and Mississippi Main Streets. This year, it will be held in West Monroe, Louisiana. She has attended before and found the conference to be invaluable.

**Staff Updates:**

- Ms. Eidson met with Larry Hanson regarding making CDP part of the GMA Holtz Training Institute and allow elected officials to receive credit for some of the courses. They will be meeting with the UGA Carl Vinson Institute of Government and if they agree, the proposal would be taken to the training board with Allen Dickerson for final approval.

**Partner Updates:**

- N/A

There being no further business, Mr. Ford made a motion to adjourn the meeting. Mr. Smith seconded the motion. The motion passed unanimously. The meeting adjourned at 11:45 am.