

2020 GDA WORK PLAN

INTERNAL OPERATIONS-SADIE KRAWCZYK	Responsibility	Due Date	Notes	Committee Members
Cordle, Beth Laughinghouse				
Budget Review	Sadie Krawczyk, Janice Eidson	January		
Nominating Committee	Becky Smyth	August		
Define parameters for GDDP review panel	Sadie Krawczyk, Janice Eidson	July		
Online payment for membership	Janice Eidson	September		
RFP for 2021 Conference	Sadie Krawczyk, Janice Eidson	March		
Announce the National Main Street Scholarship in January	Janice Eidson	January		
GDA Presence at other conferences:			Add swag and Door Prize from membership committee	
Have exhibit booth at GCCMA in March-Athens	Ricky Clark	March		
Have exhibit booth at ECG in April-Jekyll	Sadie Krawczyk, April Norton	April		
Have exhibit booth at GMA in June-Savannah	Chantal Morton, Jennifer Scott, Mathew Hill	June		
Have exhibit booth at Chamber Conf. in July-Jekyll	Jeffrey Fowler	July		
Have exhibit booth at Toursim Conf. in September-Gainesville	Kendrick Ward?	September		
Have exhibit booth at GEDA Conf. in Septebmer-Savannah	????	september		
Create Google Drive for GDA operations	Sadie Krawczyk	January		
Research getting listed on partner sites	Sadie Krawczyk	May		
EDUCATION/TRAINING: ELLEN HILL				
Elizabeth Elliott, Cindy Eidson, April Norton				
Coordinate Mentorship Program	Ellen Hill	ongoing		
Create a Mentor Training Session for GDA Conference	full committee	July		
Organize quarterly meetings for downtown professionals		1 per quarter	use GDA powerpoint presentation @ each meeting	
	Regions 2+5+7+6		DCA to give training credit to managers for attending	
	Regions 8+10+11		invite all nearby downtowns to meetings	
	Regions 9+12		add dates to social media schedule in Google Drive (membership)	
	Regions 1+3+4			
Create a template for GDDP Level 1 presentation				
Promote GDDP to membership				
Have computer available for GDDP Level 2 test	Janice Eidson	January		
MEMBERSHIP/MARKETING: COURTNEY HARCOURT				
COMMITTEE MEMBERS: Trevor Quander, Michael Cahill, Haley Myers				
Review content for membership forms, brochures, sponsorship	Michael, Trevor	January		
Review state MS roster and state DDA list for membership outreach	Courtney	May		
Manage Social media (#GADOWNTOWNS) - schedule in GDA Google Drive	Haley & Courtney	January	try hootsuite for 2020 and add to budget for 2021, if helpful	
New Manager Outreach	Courtney	ongoing		
Update GDA Google Drive with drop file for media content		March		
Provide content and review of quarterly member newsletter				

Prepare SWAG ideas for board

Haley

March

LEGISLATIVE: RICKY CLARK

COMMITTEE MEMBERS: Leigh Burns, Stephanie Aylworth

Attend GMA LPC Weekly Calls Carlee Schulte

Provide timely legislative updates to membership Janice Eidson

use email template for legislation impacting downtown

Coordinate resolutions in support of or against pending/proposed legislation when needed

Send invitation letter to legislative members to conference (save the date)

Reach out to GDA Members in regions to invite their own legislators

Invite legislators of the region where conference will be held

Send introductory letter to legislators regarding who/what/why of GDA

Support local partner days at the Capitol

create collaborative collateral with GA Mainstreet and GA Tourism to illustr

Tuesday, Jan. 21-Tourism, Hospitality & Arts Day



