

**Georgia Downtown Association
Board of Directors Meeting Minutes Virtual
April 23rd, 2024**

The GDA Board of Directors held its regular meeting on Tuesday, April 23rd, 2024. The board met virtually. President Hopkins called the meeting to order at 11:02 am.

The following Board Members were in attendance: Emily Hopkins, Aundi Lesley, Jason Ford, Velinda Hardy, Abigail Strickland, Taylor Smith, Kendrick Ward, Jeffrey Fowler, April Norton, Abbey McLaren, Cassidi Kendrick, Tonya Parker

The following Board Members were not in attendance: Suzanne Roberts and Qaijuan Willis

The following GMA/GDA Staff Members were in attendance: Ms. Renée Coakley, Ms. Cindy Eidson, Ms. Sadie Krawczyk

The following GDA Partners were in attendance: Clark Stancil, Jessica Worthington, Jon McBrayer, and Scott Purvis

Review and Approval of Minutes: Velinda Hardy motioned to approve the March 2024 minutes. Abigail Strickland seconded the motion. All voted in favor.

Review and Approval of the Financial Reports to date: Mrs. Coakley presented the February 2024 financial report. No official reports at this time. In the interim Renée shared a spreadsheet so that we have some picture with our finances. Renée gave an overview of the budget. Membership has more income than reported. We are underbudget on the expenditure side. The only area we are over budget is professional services. The retreat facilitator was a little more expensive than last year. We are using GMA's graphic designer so there will be the ability to shift funds to a new line item. Sponsorship revenue has begin coming in for the conference. Credit card fees have not been added. For CDP we budgeted \$72,000 and we are at \$42,000. Expenses from this section are under budget and we should stay under budget. April Norton made a motion to approve and Kendrick Ward seconded. All voted in favor

Committee Reports

I. Action Items:

- a. Edge Scholarship Application:** Jennifer Smith in Vidalia applied for the Edge Scholarship to attend National Main Street Conference. Jennifer meets the requirements as they are currently outlined. Abigail clarified if it is national or state and Tonya Parker clarified. Tonya recused from vote. Jason made a motion to approve and Jefferey seconded. All voted in favor to approve.
- b. Board Position for Vacated Seat:** Update only no vote required today. Nominating committee did discuss the board. The question was brought up about how long some of the other nominees had been in their position. April 25th is the deadline to nominate. Then we will move on with the nominations that meet the requirements. Taylor liked the idea of adding an interest form to the website.

- c. **D&O Insurance Policy/General Liability Policy Quote:** The executive committee reviewed all contracts. Our D&O insurance policy automatically renewed for \$673. Additionally, we also talked about the possibility of needing a general liability insurance for events. We received a quote for \$915. Our recommendation is to add this to the budget for next year.

II. Committee Reports:

- a. **Executive Committee (Internal Operations):** Emily Hopkins reported no additional updates.
- b. **Education & Training: Jeffrey Fowler**
 - i. **CDP Update** – as of 4/22 gave update on those signed up. Professional expenses – the budget is on track for the remainder of the classes. \$8620.26 spent to date without credit card fees or the UGA facilitation fees. See budget spreadsheet sent out by Renée.
- c. **Marketing & Membership: Abigail Strickland**
 - i. **Social Media Update** – 2903 Facebook followers, 989 Instagram 242 LinkedIn
 - ii. **Membership Invoices** – 134 paid members
 - iii. **Marketing Videos** – completed and videos will be sent out soon.

Signup genius went out for the National Main Street Conference booth.
- d. **Legislative: Taylor Smith**
 - i. **Committee Update** – Governor signed the Rural Zone extension bill, need to start preparing legislative save the dates and get 2023 stats from Georgia Main Street
- e. **Policy and Procedure: Abbey McLaren**
 - i. **Committee Member Onboarding** – Abbey asked do we need to approve onboarding process. Abigail motioned Aundi seconded – all in favor.
 - ii. **Edge Scholarship – Criteria and Eligibility Revision – proposed changes to application** – The committee recommended changing training scholarship eligibility for one training every two years for up to \$1000. It would also require a letter of support, 60-90 days ahead of time, changing the applicant has to be minimum 6 months on the job employed as a downtown professional. Partners (or committee) review application, submit proof of attendance for reimbursement. First time applicants will receive priority or those who haven't applied in two years. Renée asked if we wanted to update graphics. List out past recipients instead of board on sidebar including Adam's information.
- f. **Conference Committee – April Norton**
 - i. **Committee Update** – Shared at last meeting that save the dates would be going out and they have been sent. Set to launch registration June 3rd with a schedule of events available. Sponsor and exhibitor forms have been updated. Theme updated on webpage for conference. Have 3 completed

session applications and 8 in process with 5 more looking for access. Jeffery was asking if anyone submitted an application to the portal and how was the process. Renée mentioned there were two little issues that were fixed with formatting.

III. Other Business - None

IV. Staff Updates – will be in Cave Spring on Thursday for regional meetup and then Valdosta. Fall meetups are confirmed.

V. Partner Updates – Jessica – Emily gave a show and tell at Third Thursday for the portal. Dates are released for Mobilize Main Street in October. July disaster preparedness training and focusing on online training for next year. Excited to go to Birmingham for the National Main Street conference. **John** – met with April about EV charging if you are providing that as an amenity. A senate bill 146 will require a tax just like gas. **Clark** – working in different downtowns, RSVP completed in Carrollton, Augusta and Fitzgerald are in process for planning. **Scott** – redo CREATE program – intensive two-day format August 14 and 15 will be the dates. Rural communities of 50,000 or less who have shown or demonstrated work on entrepreneurship. Caveat only accepting Georgia Power franchise community. **Cindy** – Heart and Soul workshop in Suwanee, thanked board members who are speaking at the convention in Savannah, downtown session. **Sadie** – Young Game Changers in Valdosta starting tomorrow. Taylor is representing GDA. Georgia Forward usually do full day events. Will be doing ½ day event on electricity demands. Placemaking applications available in September.

VI. Adjourn Taylor and Abbey motioned to adjourn 11:44.

Upcoming Board Meeting Locations

May – Vidalia, June – Virtual, July – Thomasville, August – Conference, September – Virtual, October – Macon, November - Virtual