

**GEORGIA DOWNTOWN ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
VIRTUAL
JUNE 20, 2023**

The GDA Board of Directors held its regular meeting on Tuesday, June 20th via Zoom. 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. Abigail Strickland, Ms. Abbey McLaren, Ms. Kendrick Ward, Ms. Kira Harris-Braggs, Ms. Suzanne Roberts, Mr. Jason Ford, and Mr. Qaijuan Willis.

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 and Mr. Scott Purvis.

Review and Approval of Minutes: The May 23rd minutes were reviewed. Ms. Strickland motioned to approve with a minor name correction. Mr. Hill seconded. Ms. Harris-Braggs abstained since she was not yet on the board. Motion carried. The May 30th Special Called minutes were reviewed. Mr. Smith motioned to approve with a minor date correction. Mr. Ford seconded. Ms. Harris-Braggs abstained since she was not yet on the board. Motion carried.

Review and Approval of the April Financial Reports: Ms. Coakley presented the April financial report. She clarified the Board Consolidated Summary included the \$500 sponsorship revenue would be listed under the Conference account, but the title on the page needed to be updated. Postage reflected the legislative packets that were sent out and the \$6000 in scholarships were awarded. Ms. Roberts motioned to approve with a second motion from Ms. Hopkins. All were in favor. Motion carried.

Committee Reports

I. Executive Committee (Internal Operations)

- a. *New Board Members:* President Fowler welcomed the two newest board members: Ms. Suzanne Roberts and Ms. Kira Harris-Braggs
- b. *Edge Scholarship Applications:*
 - i. Amy Pafford with the City of Kingsland applied for DDA Advanced Training at GMA Convention. She is an active member. Ms. Parker motioned to approve the application with a second from Ms. Norton. All were in favor. Motion carried.
 - ii. Shannon Gordon in Dallas applied for the GDA Conference in Canton. This would be free registration for the conference. Ms. Norton motioned to approve the application with a second from Mr. Smith. All were in favor. Motion carried.

II. Education and Training

- a. *CDP Update and Vote:* The Education Committee and Abigail met to work on the implementation plan and solidified the cost of classes at \$250/each. Renee and Cindy are checking on GMA trainings we can coordinate with. Sadie and Jeffrey are doing an RFP for host cities. We will also do a booth at the National Conference next year in Birmingham to promote the program. The booth will cost somewhere around \$900-1000. Scott recommended partnering with the Georgia Chamber for advertising the program. The CDP program will be separated out in the financial reports. The financial projects show the budget will be tight for the first year, but

the program should start generating revenue in year two. Each class needs to have 22 attendees to break even. The minimum to offer the class will be 18 attendees for the class structure and group learning, but the goal will be 24. The last action item is to approve the contract with the UGA Carl Vinson Institute. UGA is offering the Gwinnett campus at no cost. Newnan, Canton, GMA, Americus, Thomaston, Hartwell, Calhoun, Thomasville, and Monroe also offered locations at no cost. Mr. Hill motioned to approve the contract with a second from Mr. Willis. All were in favor. Motion carried.

III. Marketing and Membership

- a. *Marketing:* Ms. Strickland reported that the social platforms currently have 2635 Facebook Followers and 853 Instagram Followers. Swag has been ordered. Bundles will be \$75.
- b. *Membership:* There are 192 paid members and 16 unpaid invoices.

IV. Legislative: Mr. Ford reported that they will promote the CDP program to legislators when it is ready. There are talks of creating a tax incentive for historic residential neighborhoods surrounding downtowns.

V. Conference Committee: Ms. Hardy reported the keynote speaker, the Mayor of Dublin, has been solidified. 106 people have registered for conference so far and 17 have registered for the CDP class. There are currently 12 sponsors and 5 exhibitors and board members attending GMA Convention will be scouting potential vendors. 74 award applications have been received.

VI. Policy & Procedures: Mr. Hill reported that the policy and procedures will be ready to review at the next meeting in person in Canton.

Other Business:

- a. *N/A*

Staff Updates:

- Ms. Krawczyk reported that the Young Gamechangers group is gearing up for their final presentation in October and a Georgia Forward forum in Columbus. The placemaking cohort will be meeting for the Fall Retreat on September 21 at the GMA offices.

Partner Updates:

- *N/A*

There being no further business, Mr. Smith made a motion to adjourn the meeting. Mr. Ford seconded the motion. The motion passed unanimously. The meeting adjourned at 11:43 am.