

**GEORGIA DOWNTOWN ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
MACON, GA
JULY 26, 2022**

The GDA Board of Directors held its regular meeting on Tuesday, July 26, 2022, at 11:00 a.m. in the main conference room at NewTown Macon in Macon, GA. President Norton called the meeting to order at 11:01 a.m.

The following Board Members were in attendance: President April Norton, Vice-President Jeffrey Fowler, Past President Mathew Hill, Ms. Velinda Hardy, Ms. Aundi Lesley, Ms. Abigail Strickland, Mr. Qaijuan Willis, Ms. Tonya Parker, Ms. Emily Hopkins, Ms. Abbey McLaren, Ms. Kendrick Ward, Mr. Taylor Smith, and Ms. Monica Rentfrow. Secretary/Treasurer Christian Hamilton was in attendance via teleconference. and Mr. Ricky Clark was absent.

The following Staff Members were in attendance: Ms. Renée Coakley.

The following Partners were in attendance: Ms. Sharon Collins, Ms. Ellen Hill, Mr. John Van Brunt, and Ms. Kaitlin Messich.

No new items were added to the agenda.

Upon beginning the meeting, President Norton provided New Member Orientation to those new members present. Following the Orientation, committees met individually to discuss work program items. President Norton called the Board of Directors back together at 12:22 p.m.

Upon a motion made by Mr. Willis and seconded by Mr. Smith, the May 24, 2022, Regular Meeting Minutes were unanimously approved.

Ms. Coakley provided the Financial Reports for April and May. She stated that there were no major changes in April or May, but there was an increase in member dues in anticipation of the conference in August. She also stated that conference registration dues had started to come in for May and that an increase would be seen in the future monthly financial reports. Upon a motion made by Vice-President Fowler and seconded by Ms. Strickland, the April and May 2022 Financial Reports were unanimously approved.

Committee Reports

I. Internal.

- a. **Bylaw Review Update.** Past President Hill stated that few spacing issues needed to be cleared up on the updated bylaws. He added that the biggest changes in the new bylaws included correcting term limits, as well as including an extra allowable term for succession purposes. He also stated that some archaic language was corrected. Past President Hill said that these bylaws should be given out before the August conference so that membership could review the updates before the annual meeting at the August conference. Upon a motion made by Vice-President Fowler and seconded by Ms. McLaren, the board unanimously voted to present the bylaws at the annual meeting at the August 2022 GDA Conference.
- b. **Edge Scholarship Application – Danyelle Ros.** Ms. Coakley stated that Ms. Ros would be applying for a scholarship for participation at the August 2022 GDA Conference. She stated that there is a balance of \$4,138 in the fund. She also confirmed that Ms. Ros is a GDA member. President Norton recommended that the board provide \$325 to reimburse, with a stipulation added that Ms. Ros be reimbursed up to \$350 in the event that she chose to participate in a paid mobile workshop. Ms. Strickland asked that the GDA Board highlight scholarship winners at the August conference to promote the program. There was consensus from the board. Upon a motion made by Ms. Rentfrow and seconded by Ms. Parker, the GDA board voted in favor to approve the scholarship at \$325 up to \$350 depending on submitted receipts for eligible expenses. Vice-President Fowler recused himself from the vote, as Ms. Ros is from Warrenton, his city. All other board members voted in favor of the motion.

**GEORGIA DOWNTOWN ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
MACON, GA
JULY 26, 2022**

II. Education and Conference.

- a. **Regional Meet-Ups.** Vice-President Fowler noted that Ms. Elizabeth Elliott with DCA would be handling the Fall meeting schedule, and that topics would likely revolve around the Fall conference. He added that the goal is to get the dates organized in advance of the Fall conference so that these dates could be advertised at conference.
- b. **Mentoring Program.** Vice-President Fowler stated that program is going well with lots of excitement. He added that mentors are needed to help mentees. Ms. Parker asked if there is a selection process on how mentors and mentees are matched. The board discussed ways to match mentors and mentees together in a system that would best support both parties. No action was taken.
- c. **CDP Update.** President Norton stated that the Education Committee would be meeting with the Carl Vinson Institute of Government on Tuesday, August 23rd at 3:30 p.m. at the August conference to discuss the direction of the CDP program. She added that a report would be provided at the next board meeting immediately following conference. President Norton briefly discussed the program, including its firm financial support from Georgia Power and the Carl Vinson Institute of Government.
- d. **2022 Conference.** Vice-President Fowler stated that, with consensus from the board, the regular round table topics would be reduced to six total. Seven exhibitors would be given the opportunity to discuss additional topics dealing with their products and services. Ms. Hopkins added that the conference date was upcoming and asked the board to go through the proposed schedule day-by-day. Upon detailing the schedule, Ms. Coakley stated that there would be additional HPC training offered at conference. She added that the conference lanyards had been ordered, and that signage would be utilized. Ms. Collins stated that the mobile application would be available for the 2022 GDA Conference. She said that it would include the schedule, restaurant choices, a parking map, general information, and more. She also said that the keynote speaker, Ms. Jenn Gregory – President of Downtown Strategies, had been confirmed.
- e. **Awards.** Ms. Coakley stated that the nominations had been completed and that 13 awards would be given out at conference. She also stated that, in addition to the awards, “Projects of Excellence” would be highlighted online after conference.

III. Marketing and Membership.

- a. **Swag Purchased.** Ms. Lesley stated that GDA “swag bags” would be provided to conference attendees, and that items would also be available for sale this year. Items include shirts, hats, and more. She asked communities to consider providing free items for the “swag bags.” She also thanked Ms. Kaitlin Messich for the Carl Vinson Institute of Government’s support in helping to update the GDA brand, particularly in regard to “swag items.” Ms. Messich stated that the products are meant to be “retro” in style and would fit the marketing of the Georgia Downtown Association well.
- b. **Marketing.** No report was provided.
- c. **Membership.** No report was provided.

IV. Legislative.

- a. **Update.** No report was provided. President Norton stated that two new members, Ms. McLaren and Mr. Smith, had agreed to join the Legislative Committee. Mr. Smith stated that they would connect with Ms. Sadie Krawczyk at conference to determine next steps.

Staff Updates

- I. **GMA Convention Recap.** Past President Hill stated that GDA helped staff a booth at the Georgia Municipal Association Annual Conference. He hoped to discuss additional conference staffing at the upcoming GDA Retreat.
- II. **GDA Conference Task List Sign-Up.** Ms. Coakley asked board members to consider signing up for tasks for conference and stated that a task list would be available following the meeting.

**GEORGIA DOWNTOWN ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
MACON, GA
JULY 26, 2022**

Partner Updates

- I. Department of Community Affairs.** Ms. Hill stated that an in-person grant training would be planned for October. She added that the National Main Street Center is creating a new six-standards process, which Main Street communities in Georgia could beta test.
- II. Carl Vinson Institute of Government.** Ms. Messich stated that the Institute was continuing to assist GDA with graphic design, and that they looked forward to presenting multiple sessions at conference.
- III. Electric Cities of Georgia.** Mr. Van Brunt stated that two job openings were available at ECG and encouraged the GDA board to share the news.

Other Business

- I. N/A.**

There being no further business, upon a motion made by Ms. Rentfrow and seconded by Vice-President Fowler, the regular meeting of the Georgia Downtown Association Board of Directors was adjourned at 1:37 p.m.