

**Georgia Downtown Association
Board of Directors Meeting Minutes Virtual
September 24th, 2024**

The GDA Board of Directors held its regular meeting on Tuesday, September 24th, 2024 virtually. President Hopkins called the meeting to order at 11:01 am.

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

The following GMA/GDA Staff Members and Partners were in attendance: Renée Coakley, Cindy Eidson, Clark Stancil, Leigh Burns, Scott Purvis, Ellen Hill, Sharon Collins, Sadie Krawczyk

A motion was made by Jason and seconded by Tonya to amend the agenda to include a review and approval of the June financial statement. All voted in favor.

July 23rd Meeting minutes Aundi and Seconded by Kendrick. All in favor.

Review and Approval of Minutes: A motion was made by Lequrica and Abby seconded to approve the August 2024 minutes. All voted in favor to adopt August 2024 minutes.

Review June Financial Statement: Renée highlighted a few areas that included “swag: purchases, gifts and rewards, funds for the National Main Street booth, and our annual conference. A few June expenditures included expense for rack cards, and reclassified expenditure for travel and entertainment credited. Tonya motioned to approve, and Taylor seconded. All voted in favor.

Renée gave an update on our financial actuals. The report is available upon request. Some of the details are membership dues currently total \$48,600 which may increase. The silent auction brought in \$5,800. Also, the Showcase Your City Boxes earned \$6,325.

Travel and expenses came in under budget by ~\$1200. We did go over budget ~1200 in the professional services other category. Our scholarship awarded so far looks over budget, but it is not because of the budget category. It needs its own line item. Our miscellaneous expenses are over because of National Main Street participation.

For the Conference tab we made more than budgeted in registration as well as in sponsorship revenues. Our exhibitor revenue was really captured in sponsor revenues, but we exceeded what we budgeted for overall.

For expenditures we were slightly over budget in office supplies. Our largest expense was meeting meals attributed to increased costs because of inflation as well as in event spaces. We were under budget for speaker and honoraria line item. Our equipment rental was an unexpected expense that was more than expected. Our revenue less expenses was ~\$39K.

CDP – We are slightly under budget from a revenue perspective, but no sponsor revenue is reported yet. Revenue less expenses is \$30,382.

Discussion Items:

- January Board Retreat – Monday Jan 13 at 1pm at Gainesville and all day on Jan 14th. We will take a tour of conference sites on Jan 15th. Terry Smiley will facilitate the board retreat.
- Financials Update – Discussion about financial reporting from GMA. We shared our concerns with GMA and the result is the financial department is under some changes and there are various software programs used across GMA. GMA is working on efficiency but the best we can expect right now are quarterly financial reports. Although this isn't ideal, it at least gives us a better understanding of what to expect. Jason supported a quarterly report as long as an actuals report is available so that we know what we can and can't do financially. Renée explained the process of how they create that document.

Committee Reports:

- Executive Committee (Internal Operations) – Emily Hopkins
 - Board Nominations – Several board members whose terms are coming up for renewal. Several board members are up for their first renewal as well as a second term renewal. Kendrick will be finishing her third and final term at the end of this year. The nominations committee will be meeting to put forth candidates for open positions.
- Education & Training – Jeffrey Fowler
 - CDP Program Management Update – Not a whole lot to update. Renée updated the financials for the program. There were 37 total participants at the conference. Registration for Canton is about to open.
 - Committee update – Special guest, Jennifer Nelson will be replacing Chrissy Marlow as Program Manager.
- Marketing & Membership – Abigail Strickland
 - Social Media Update – We have 167 paid memberships. Annual membership renewals will go out in December. Our social media followers are as follows: Facebook 3089, Instagram 1013, LinkedIn 315
 - Swag sale recap – Spent a little over \$8000, Sold ~\$4800 of swag. We will look for more opportunities to sell merchandise.
 - Showcase your City Boxes recap – 30 boxes sold \$12,000, \$6325 profit
- Legislative – Taylor Smith
 - Committee Update
 - Identifying problems, solutions, partnership, results
 - Housing – rural workforce housing initiative
 - Truck Weights
 - Historic Tax Credits – State capped to \$30,000 per year/2027 program expires in 2029
 - Framing funding opportunities away from tax credits and more towards incentive packages for downtowns, C-PACE
 - Advocate on behalf of Georgia Main Street Program – no budget increase since 2019, Design Studio
 - Removing training from advocacy agenda, we have our program
 - Hotel Motel Tax Review
 - Hire Lobbyist
 - Jason to talk to Tom about pricing

- Policy & Procedures – Abbey McLaren
 - Committee Update – No updates
- Conference Committee – April Norton
 - Committee Update – Great job on the conference, Survey results were overwhelmingly positive, Renée thanked all of the board for the work being done. Sharon and her team were fantastic. On to Gainesville.

Business Manager Report – Meetups – Sandersville had ~20 in attendance, Gray – 25, Thomaston on October 8th and 25 are registered. Going forward we will only host three communities during each meetup cycle.

Partner Update – Ellen Hill – GA Main St – Training event coming up, Mobilize Main Street is upcoming, Assessment for accredited communities are upcoming otherwise business is as usual. DCA expects to have Jessica’s position filled by new year.

Sadie Krawczyk - GMA – applications are open for GEPC participations, fall retreat finished in Gainesville, GaForward, next application for Georgia Game Changers is upcoming and will be hosted in the North East Georgia Area. There is a one-day event on November 14th on Power delivery.

Cindy Eidson - GMA – missed being at conference. Thanks for the partnership and thanked Renée for her work.

Scott Purvis – Georgia Power – two retail seminars, one may be rained out and one on October 23rd. He requested the board provide firms that do Master Planning for Downtowns.

Clark Stancil – CVIOG - Design work is available.

Leigh Burns – Fox Gives – gearing up for Broadway season. Launched All Access Program for high school students.

Adjourned 12:07 pm.

Upcoming Meetings – October (Macon), November (Virtual), December (No Meeting)