

**GEORGIA DOWNTOWN ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
VIRTUAL
October 24, 2023**

The GDA Board of Directors held a special called meeting via Zoom on Tuesday, October 24, 2023. President Fowler called the meeting to order at 1:03 pm.

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, Mr. Taylor Smith, Ms. Tonya Parker, Ms. Abbey McLaren, Ms. Kendrick Ward, Mr. Jason Ford. Ms. Abigail Strickland and Ms. Kira Harris-Braggs

Absent: Ms. Velinda Hardy, Ms. Suzanne Roberts, and Mr. Qaijuan Willis

The following Staff Members were in attendance: Ms. Cindy Eidson and Ms. Sharon Collins

The following Partners were in attendance: Mr. Scott Purvis and Mr. Danny Bivins

2024 Budget Review: Ms. Collins presented the Board vertical and detailed the new membership structure. The conservative estimate is the membership revenue will be \$38,850. There is room in the budget for graphic designer under the GMA retainer. Any design requests would need to be done in advance. The board could also allocate the funds to a designated GDA graphic designer. Ms. Collins noted that adjustments were made to accommodate inflation costs.

Ms. Collins reviewed the Conference vertical. Expenses were adjusted to accommodate venue rentals. Because recordings of conference presentations were a difficult venture for the conference this year, this item was not budgeted for 2024. Staff felt the ROI was insufficient. All credit card fees will be captured in the Board vertical.

Ms. Collins reviewed the CDP vertical. Finance requested we use existing GL codes since this is a startup program. However, we can adjust line items next year as needed.

The current fund balance is \$181,645.33. The total expenses projected for 2024 are \$185,189. The total revenue projected for 2024 is \$230,588. It was noted that GDA does not have to show a balanced budget since the organization is not a government entity.

Mr. Ford made a motion to approve the budget as presented with a review of the CDP budget after the first or second quarter, and the board could make amendments if needed at that time. Mr. Hill seconded the motion. All were in favor. Motion carried.

Mr. Fowler asked if the Executive Committee could meet with UGA, Georgia Power, and GMA about the CDP program. It was approved by common consent. The committee will update the board following the meeting.

There being no further business, Mr. Ford made a motion to adjourn the meeting. Mr. Hill seconded the motion. The motion passed unanimously. The meeting adjourned at 1:45 pm.