

## **GEORGIA DOWNTOWN ASSOCIATION**

### **BOARD OF DIRECTORS MEETING**

**MAY 25, 2021**

#### **Review and Approval of Minutes**

President Hill asked if everyone had taken the opportunity to review the minutes. Ellen Hill made a motion to accept the motion and Christian Hamilton made the second, pointing out that Stephanie Russell's name was misspelled. Ellen revised her motion to approve the minutes with correction and Christian seconded. There was no opposition to approval.

#### **Review and Approval of Financial Statement**

President Hill called on Imani for the review of the March Financial Statement. Imani pointed out that there had been little change in 2021 and asked if there were any questions. Ricky Clark made a motion to accept the financial statement as presented and Monica Mitchell seconded the motion. The motion carried.

#### **Committee Reports**

President Hill called on Ellen Hill for a report on the Education Committee. Ellen reported that the board had a special called meeting on May 25 to review the proposal from CVIOG to conduct a SWOT analysis of the GDDP exam and reported that the board voted to approve the proposal. The first phase of the review is scheduled for the full board on July 8 in Macon. A virtual option will be offered. The meeting will be held from 9:00 am – 3:00 pm at the Georgia Sports Hall of Fame. The second phase will be held for a group of around 10 people on July 22.

Ms. Hill also asked Ms. Beckles how many conference session proposals had been received. Ms. Beckles reported that she had received thirteen. Two board members asked if they could still submit their proposals and Ms. Hill agreed to give them a couple of days. There was discussion on when the Program Planning Committee could meet to review the proposals. The consensus was the following Wednesday at 2:00 pm.

President Hill asked Ricky Clark if there was anything to report from the Legislative Committee. Mr. Clark advised that there were no new issues to report but asked if anyone had heard what happened with the Daylight Savings Time bill that passed. Steve Foster reported that he heard that the Governor did sign it but that it was awaiting federal approval. Mr. Clark thanked Mr. Foster for the update and then asked the board what issues or legislation should be considered for 2021. He advised that now is the time to start thinking of changes that might requested based on the lessons learned during COVID. President Hill asked board members to please send any issues or concerns to Mr. Clark.

President Hill asked April Norton to report on the Membership/Marketing Committee. Ms. Norton reported that she, Aundi Lesley and Emily Davenport had met to talk about social media. Ms. Lesley will be reviewing the website for errors and for ideas for the upcoming redesign. Emily Davenport has been scheduling posts to other Social Media platforms. Ms. Norton advised that she and Imani had been working with Kaitlin at CVIOG to update all printed materials, especially the ones used for the Annual

Conference. She asked that board members please share member highlights or city projects with Ms. Davenport so that she could use these for Facebook posts and the newsletter. She also reminded folks to include #gadowntowns to their twitter posts so that that information could be shared also.

Mr. Hill asked Ms. Beckles if GMA was still waiting until June 1 to decide about an in-person convention. Ms. Beckles advised that GMA was waiting but was 99.9% sure that they would move forward with a live event. Mr. Hill asked if GDA should wait and Ms. Beckles advised that she had everything ready to be mailed out on June 2, if the GMA Board approved. President Hill agreed and asked Ms. Beckles to call on Partners for their reports.

### **Partner Updates**

Tara Bradshaw from DCA advised that DCA staff had attended the Georgia CVB Conference last week and did several presentations. She said it was great to be able to meet in person again. Ms. Bradshaw said that DCA staff is reading through the American Recovery Plan Guidelines and trying to help communities understand how funds might be used. She also reminded that there was a Design Boot Camp scheduled for July

Leigh Burns from the Fox Theatre Institute reported that they were expecting to receive some grant funding for 2022. Ms. Burns also advised that SouthFace grants were currently available for theaters to do energy reviews and upgrades. The Fox will open again on August 24, with Hamilton and they are currently in the process of hiring 200 employees to be ready to open the doors.

Steve Foster from Georgia Power said there was nothing new to report, except that Georgia Power staff is back out in the field and there to help any community that needed help.

Danny Bivins from CVIOG reported that there was not news except that CVIOG is back in the office and out in the community.

Ladson Haddow from Haddow & Company said he had nothing to report but he was looking forward to seeing everyone in person in August or at the June meeting in the new GMA building.

Stephanie Russell from the Georgia Cities Foundation/GMA reported that GMA staff was in the process of moving into the new building. She also told the board to check out the GCF website for the schedule of events and other interesting information. Ms. Russell advised that they are still accepting nominations for the STAR and Renaissance Awards to present in August. She also informed the board that the Placemaking Collaborative is hosting several virtual sessions this summer. The next on June 3 will be focused on Social Issues like workforce development through education and training. There is also a virtual Development Session scheduled for June 10 on Enhancing Downtown through Transportation. All virtual sessions are taped and available on the website. Ms. Russell also reminded the board that consulting services were available.

With no further business, Mr. Hill said that he looked forward to seeing everyone in person at the GMA office on June 22 and adjourned the meeting.