

Jefferson Downtown Development Authority
Tuesday, March 22 2016 6pm
Jefferson Station Community Room

Members Present

Willie Hughey
Terry Liles
Steve Quinn
Tracey Kerlin
Pat Levinge

Members Absent

Joel Harbin
Shawn Watson
Christine Dalton

City Staff

Beth Laughinghouse

1. Call to Order
 - Meeting was called to order by Steve Quinn at 6:03pm
2. Approve Minutes
 - Approval motion was made by Willie Hughey, second by Tracy Kerlin. Motion was unanimously approved.
3. Approve Budget Report
 - Pat Levinge presented the financials for March.
 - Payable to Regions is paid in full, so future rent checks should be full checks
 - Motion was made by Terry, second by Willie to approve the budget report. Motion passed unanimously.
4. Committee Reports
 - a) Lee Street
 - No service request during February. No other calls on the roof or the HVAC systems that were requested to be replaced.
 - No discussions have been had since the last meeting regarding a property management company. This discussion should be added to the April agenda.
 - Willie asked about the roof...were the request due to the age or their inspection. Beth stated that there had been no service request made on either the roof or the HVAC. She has asked Michael Carr & Associates to look at the roof again and give us an estimate on the life expectancy of the roof and if there are any places that they (Michael Carr) sees that might need a repair. The new roof request is on the main building, not the drive through.
 - b) College Street
 - Joel met with Andy Garrison last week to discuss a proposal on the selling of 55 College Street. Andy should have this to Joel this week or early next week. Joel has tried to contact Lee Hemmer regarding his recommendation on a sale price on the building but Lee has not replied to phone calls or emails.
 - No service request for February

- Justin is current on his rent and has paid the December late payment. The only fees due at this time are a January and February late payment.

5. New Business

a) Façade Grant Applications

- No new applications for March. Tracy asked if Speed Fitness or Jefferson Square Cafe had applied for a grant and they have not. Tracy asked if the new businesses know about the Façade Grants and Beth explained the procedure of filing for a grant.
- Steve asked the question of how we get that information to prospective businesses? Beth said the initial contact with a business owner is hard...should be happening at city hall, whether it is getting a business license, requesting a water account or Beth actually sees them downtown...somehow the information of a new or perspective business needs to get to Beth.
- Steve said it is harder for a renter to get this information; need to make sure the property owner knows to have the renter get in touch with Beth. How do we get the information to the prospective business owners quick?
- Steve asked who was the first point of contact at City Hall...Betty? Priscilla? Steve will find out...is there a place on the form that indicates IF they are in the DDA area, to contact Beth. Beth stated she would just like to get a copy of the business license...that would help immensely!

b) Credit Card Request

- Beth made a request to have a credit card on the DDA's account. In the past, she has used her city credit card for DDA expenses and the city, obviously, paid those bills. Since the DDA money is no longer with the city, it would be appropriate to have a card for DDA expenses. Pat recommends a credit card as opposed to a debit card due to security reasons. Pat and Beth will need to apply individually. Beth will contact Tammy about the correct procedure to get cards. A limit of \$2500 on each card, per the purchasing policy.

6. Old Business

a) Downtown Advertising

- Shawn was not present to give an update. Tracey stated after attending the DDA training, she thinks the DDA should be involved in an advertising plan for downtown. It is an added incentive for businesses to be located downtown if there is a co-op advertising plan. Billboards are expensive but other avenues of advertising would help...directional signs on the bypass for example. Beth shared the importance of signs with the story about the "Home of Brantley Gilbert" sign.

b) Winter Wine Fest/Fundraising

- Tracey conducted an informal survey at The Picky Peach about what people would like to see going on in Jefferson in the way of events.
 - Spring Town Throw Down
 - Battle of the Bands/Jefferson Got Talent

Southern Nights (a small carnival)
Square Dancing (beer & wine)
Chili Cook Off (beer, wine, music)
Taste of Jefferson, sampling of local food
Antique Festival
Hunting Activity

Tracey did some research on existing events:

Sweet Treats on Main: donated sweets, coffee to an event. \$10/person
do around Valentines

Ladies Tea: finger foods, music, tour Museum

Golf Tournaments:

Yogurt Social:

Mystery Dinner Theatre: @ CWL Museum,

The list was reviewed to point out what events are already occurring in and around Jefferson. Steve...whatever event we have, I want it to be downtown....why not do a JCT show downtown on the square; people would bring their chairs and watch the show. Dinner downtown, outside, incorporated with a show would be a great idea. We need to be careful to not hamper business with an event. Make sure we incorporate downtown businesses to provide the services that we need. This would be a fee event...tickets would be sold...fund raiser for the DDA. Can beer and wine be served on the street? Yes per our city code. Locations were discussed as to where the event could be held. Beth and Tracey will meet before the next DDA meeting and discuss the list of events and narrow it down to a few events. Updates were given on Mike's Grill and the status of that property.

- c). Purchasing Policy & Audit Items: There is not an actual purchasing policy but there is a purchasing limit in the February minutes. Steve will check with Jon to see if the statement in the minutes is enough for the audit that is coming up.

7. Public Input

- None

8. Adjourn

- Motion was made by Willie to adjourn, second by made by Terry. Motion passed unanimously.