

**Jefferson Downtown Development Authority**  
**Tuesday, April 26, 2016 6pm**  
**Jefferson Station Community Room**

**Members Present**

Joel Harbin  
Willie Hughey  
Christine Dalton  
Shawn Watson  
Steve Quinn  
Tracey Kerlin  
Pat Levinge, Treasurer

**Members Absent**

Terry Liles

**City Staff**

Beth Laughinghouse  
Jon Herschell

1. Call to Order
  - Meeting was called to order by Joel Harbin at 6:02pm
2. Approve Minutes
  - Approval motion was made by Steve Quinn, second by Willie Hughey. Motion was unanimously approved.
3. Approve Budget Report
  - Pat Levinge presented the financials for March.
  - Pat pointed out there is now a balance sheet as well as she has reorganized the profit and loss statement to show the profit by class.
  - Pat pointed out that city had been reporting the \$174.33 monthly check as a liability and reporting that amount as escrow. There was discussion as to if this was a liability or escrow. Steve thinks we are receiving two checks a month...one for rent, one for monthly expenses (utilities, maintenance). Pat says that is under Income. If there is a third check, Steve thinks that is for the loan side of the building. Beth stated that the large check we receive is broken into three line items but was unsure what specifically it was for. Discussion continued as to what the amounts are for and how the maintenance bill would be paid. What the \$34,470.81 amount is for, according to Steve's understanding, is for Capital Expenditures....roof, HVAC, etc. Is it considered a liability if we only use \$30k...does Regions get a refund of \$4k? In the past we would reduce their rent for the next year but now we refund the difference to Regions. Per Joel...is it possible that Regions didn't go back to prior years (prior to 2015) and request a refund of the money? Depending on how the contract is written, the money could be due to Regions but would be based on an interpretation of the contract.
  - Motion was made by Willie, second by Steve to approve the budget report. Motion passed unanimously.

4. Committee Reports

a) Lee Street

- No service request during March.
- Joel brought up the issue of property management. Beth stated that several companies had expressed an interest in providing that service. Joel said that Inland Brokers, Michael Carr and Simpson Company had all expressed an interest. Joel asked Beth to provide a scope of work on how the property management process works right now. Shawn stated that in the past he had gotten a copy of a property management contract...Joel thinks he has it in his email. Contract possibly came from Angela; Joel will check.

b) College Street

- Joel has met with Andy, who has checked with his broker, and they have completed a MLS listing sheet. Andy suggested an asking price of \$125K, but Joel suggested starting at \$135K (\$72/square foot). Joel suggested getting an appraisal; discussion continued about the pros and cons of getting an appraisal.
- Joel will call Justin and let him know that the building is going to be listed with a broker and signs will be put up. Motion was made by Steve, second by Shawn to put the property on the market for \$135k. Motion passed unanimously.
- No service request for March.
- Justin is past due on April's rent. Other fees due at this time are a January and February late payment.

5. New Business

a) Façade Grant Applications

- No new applications for April.

6. Old Business

a) Downtown Advertising

- Shawn gave an update that all is going well. Shawn also stated that Swirlee's is also doing TV advertising with Comcast. He has gotten a lot of feedback from people coming into the store that they have seen the commercials. This may be something that the DDA would want to fund in the future. You can customize the package you purchase...the zones you are seen in, the times of day, etc. Steve would like to see directional signage on the bypass similar to the Jefferson City School Systems signs that would point people to downtown. Entrance signs, rebranding and signage are important to pulling people from the by-pass into downtown. Beth stated all those things will be part of the RSVP program that will kick off this summer. Steve would like the City of Jefferson to help fund the signage...it's not just a downtown business project, but part of the City's overall marketing funding. Willie stated there are people on the Kroger side of the bypass that have never been to downtown. Steve stated we should go to that side of the bypass and do an event...pass out cupcakes, cups of yogurt, etc.

b) Winter Wine Fest/Fundraising

Tracy presented a sheet of ideas that she and Beth had discussed. What are the goals for a fundraiser and how would we do that? Steve asked if we the person that is receiving a Façade Grant would be willing to volunteer with a project within the DDA area? Maybe amend the Façade Grant application to include that idea. Tracy stated that most businesses don't know the Façade Grant is available. Steve said Beth is good about making sure the businesses know the grant is available. Tracy doesn't understand why the businesses don't utilize the grant; Beth stated that that the reason some businesses don't use it is that they don't need the funds and they leave the funds for other businesses that might need the funding. Shawn want to go beyond the façade of the building...bringing things on the inside of the building up to code is costly...can we include those items in a program? Beth stated a local revolving loan fund would be a great tool to help with those types of improvement. Joel said to also refer them to the DCA for their funding options.

BBQ & Raffle: Sell BBQ plates for \$8/each and split the proceeds 50/50 with Iron Pig. Maybe do this BBQ in conjunction with the Historic Courthouse's October 22 event (which is still in the talking stage). Each plate purchase would get you one raffle for the Brasstown Bald gift certificate. Christine asked if you could purchase only raffle tickets. You could also purchase raffle tickets...\$2/each or 6/\$10.

Tracy: Where would the money be allocated to? Would the money go to a specific project? Steve stated the beautification is a city project...flower pots on the light poles, flowers in the beds, etc. Christine: does façade just mean a sign? No, it can be for anything on the outside of the building. Jon Herschell asked why not open the Façade Grant up to the entire DDA area..the half mile radius. The problem is lack of funding...only \$3500ish money in the Face Grant at this time. Jon said Cornelia and Clarkesville have very successful fund raisers. A casino night or mardi gras night out raise large funds in those towns. Mary Beth Horton can tell us how Clarkesville does their event. Joel said if we're going to expand the area, we need to have the funds in place and then promote it to everyone in the DDA's district.

Tracy: Also discussed a 5K that might be held in conjunction with the Courthouse's Oct 22 event. If the DDA is interested in doing that event, Beth will let the Courthouse Committee know. Promotional coupons can be put on the back of the race bib to bring the runners back to town after the event. Joel...5Ks are good fundraisers. Keith Arial can be a good source of information for a 5k. What about the Winter Wine Fest? Beth suggested a date of January 28, 2017 if we are doing it in January? Steve...when is Mardi Gras? What if we do a Mardi Gras theme wine fest? Parade? February 28, 2017 is the date. Beth...whatever the event is, you need to start planning now. Steve...come up with a plan and let's move forward with it.

The CBD is a zoning overlay. The DDA area is a half mile ring from the center of town, per Jon. The Façade Grant form can be changed to include the half mile radius. Steve suggested changing the DDA's area to go around each building...go to a street and don't a building in two. Per Kim Carter, if the DDA line cuts a building in half, the building is included in the DDA area. Steve...every time a new businesses comes into City Hall to get a business license and they are in the DDA area, they are given contact information for the Façade Grant program. Beth asked if a copy of the business license could be given to her too. Jon said he would work on that. Motion was made by Shawn Watson, second by Tracy Kerlin to include all the businesses within the DDAs area are eligible for a Face Grant from the DDA. Motion passed unanimously.

c). Purchasing Policy & Audit Items: Steve said our policy is in place for when two signatures are required on a check, spending limits, credit card use policy. Jon asked is this is writing...Steve stated it's in the minutes. Jon said it should be a separate document. Steve and Beth will work on that document. A copy should also be in Pat's files. Beth and Pat have been approved for a credit card from Mountain Valley and those should be made ready soon.

7. Public Input

- None

8. Adjourn

- Motion was made by Shawn to adjourn, second by made by Christine. Motion passed unanimously.