

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday February 14, 2023
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or amended
- III. Approval minutes of December 13, 2022
- IV. Presentation – Brad Baso
- V. Financial Report – Efren
- VI. Directors Update:
 - a. PBC
 - i. PBC
 - ii. Fundraising Update
 - iii. Marketing Plan
- VII. Program Manager Update
 - a. Social Media Stats
 - i. Facebook
 - ii. Instagram
 - b. Night Market
 - i. 2023 Sponsorship Challenge
- VIII. New Business
 - a. Fund Raising – Efren
 - i. March Madness
 - ii. Buffett Party at the Ridges
 - b. PBC Brochures
 - c. Façade Grant – Retreat on the Lake
 - d. USDA Grant Resolution
 - e. Procurement Policy Review
 - f. Made in Georgia Festival
- IX. Old Business
 - a. Website – Tyler
 - b. Shook House – Potential Tenant
 - c. Hikers – Monica
 - d. Art Committee – Peggy
- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Monthly Meeting
February 14, 2023

Board Members Present: Tyler Osborn, Tamela Cooper, Monica McKenna and Liz Ordiales

Staff Present: Denise McKay, Steven Harper

Guests Present: Brado Baso, Cary Diebold, Mariah Krause

- I. Tyler called the meeting to order at 8:37 AM
- II. A motion to adopt the agenda as set was made by Liz, seconded by Tamela. Motion passed unanimously.
- III. A motion to approve the minutes of the Special Meeting held December 13, 2022, was made by Tamela, seconded by Monica. Motion passed unanimously.
- IV. Brad Baso Presentation.
 - a. Brad Baso gave a presentation regarding his plans for the property across the street from Town Square. This mixed-use property, to be called Hiawassee Hub, will have commercial space downstairs, with residential living upstairs.
 - b. In addition, Mr. Baso plans on holding "March Munchies" events, with food trucks parking on his property on each Sunday and Monday in March to provide the public with additional dining options on days when most of our local restaurants are closed. Steve and Liz will work with Mr. Baso's team to look into any Department of Health requirements, such as garbage, restrooms and/or wash stations.
 - c. Mr. Baso also gave a presentation regarding his desire to rent out the Shook House. He would use it as an office, but also rent it out as a venue for pop-up shops, special events, and the like. He was also amenable to selling items made in Hiawassee. A motion to accept his proposal and enter into a lease agreement with Mr. Baso was made by Liz, seconded by Tamela. Motion passed unanimously. Steve and Denise will put together a draft of a lease agreement and negotiate the terms with Mr. Baso's team.
- V. The financial report was tabled until next month due to Efren's absence.
- VI. Denise gave the Director's update. The PBC currently has 14 clients. We have raised approximately \$1.3 million for the PBC and are waiting for the updated cost estimate for refurbishing the buildings. The final plans have been submitted by the architects.
- VII. Steve gave the Program Director's update. Overall, both Facebook and Instagram stats have improved over last month, although our rate of new "likes" on Instagram was down 25% over the prior month. He also issued a challenge for each board member to find two sponsors for the Night Market at any level, i.e., Stage, Town Square, Night Market or Friend.
- VIII. A motion to table a March Madness fundraiser until next year was made by Monica, seconded by Liz. Motion passed unanimously.
- IX. The board discussed the Jimmy Buffett-themed fundraiser to be held at the Ridges, and decided to schedule it for July 15, assuming venue availability. Steve will confirm the date with the Ridges.

- X. A motion to approve Mountain Graphic's quote of \$770 to print 5,000 PBC brochures to be mailed out as part of fundraising efforts was made by Liz, seconded by Tamela. Motion passed unanimously. Steve will notify Mountain Graphics.
- XI. A motion to approve a Façade Grant application submitted by Retreat on the Lake for \$1,500 was made by Liz, seconded by Monica. Motion passed unanimously. Steve will notify Retreat on the Lake.
- XII. A motion to approve a resolution in favor of applying for a USDA Rural Business Development Grant was made by Liz, seconded by Monica. Motion passed unanimously. Steve and Denise will put together the resolution and grant application.
- XIII. A motion to table for next month a vote on adopting a revised procurement policy with regard to sourcing was made by Liz, seconded by Tamela. Motion passed unanimously.
- XIV. A motion to table for next month a vote on sponsoring the Made in Georgia festival pending additional information was made by Liz, seconded by Monica. Motion passed unanimously.
- XV. Tyler gave a presentation regarding the new website. A motion to apply for a Stripe account for purposes of accepting payments for Night Market sponsorships through the website was made by Monica, seconded by Tamela. Motion passed unanimously. Steve will work with Tyler on setting up the Stripe account and getting it onto the website.
- XVI. Monica gave a presentation on the Hikeawassee Hiker Shuttle project. The bus has been repaired and is now having the existing decals removed. Steve will be circulating the sponsorship forms for those businesses who want their logo to appear on the shuttle. The City will buy AT stickers designed by Eric from Trailful, then sell them to local merchants for \$1.50 each, to be sold for \$3. The DDA will earn a profit
- XVII. There was no executive session.
- XVIII. The meeting was adjourned at 9:55 AM by general consent.

Minutes recorded by: Steven Harper

Submitted on: Feb. 16, 2023