



MEETING MINUTES

Lesley called the meeting to order at 8:35am and welcomed members and guests. Members present: Bryan Shealy, Elaine Abercrombie, Megan Watters, Randy Quick, and David Prusakowski. City staff present: Aundi Lesley, Megan Otwell, Jennifer Bailey and Meredith Ulmer. Guests: Doug Walker. Meredith Ulmer introduced herself as the new Assistant City Manager and board members welcomed her to her new role.

ACTION

June 2021 Minutes – Lesley reviewed the June minutes. Sams motioned to approve the June Board minutes, with a second by Prusakowski. All were in favor.

BID Financials – Lesley reviewed the BID financials, including the programs, Design account and Promotions account. Shealy motioned to approve the financials with a second from Sams.

Board Chair Election – Lesley recommended David Prusakowski as the new Board Chair. Lesley stated that Prusakowski is reliable, engaged, handles conflict well and has an unbiased position regarding downtown business. Shealy motioned to approve with a second from Sams. All members approved.

New Board Member Recommendation – Lesley recommended Tyeshia Lytle with Courtyard for the Outreach chair. Stated that Lytle is dependable and incredibly involved with DDA events. Tyeshia Lytle is interested and will fill out the form to take to the Committee on Committees.

DISCUSSION

Dining District (Open Container) Trial – Lesley gave an update on the first weekend of Open Container. Staff passed out 1,540 Ball aluminum cups to downtown businesses. Staff also hosted restaurant trainings prior to the trial and stressed to businesses that the Ball cups are to be used for to-go alcohol beverages only. Lesley asked that board members help communicate this to businesses if they see the need to do so. Lesley discussed ordering additional Ball cups – potential cost of \$2,000 for an additional 3,000 cups. Lesley had asked Rodney Bailey for a police report of the first open container weekend. R. Bailey stated there was nothing to be reported in terms of open container. Restaurants updated that it seemed to be a success. Restaurants will be continuing to update the DDA with feedback. Lesley mentioned that a “Call for Buskers” had gone out to the public in order to attract musicians to perform on Broad Street during the open container trial. These would not be paid performances but tips are welcome. Sams stated she wants to make sure the DDA is “ahead of” continuing the open container trial – being proactive with going before the commission to extend the trial. Lesley stated that the DDA is piloting two recycling bins on the 200 block of Broad St. to help alleviate potential litter from open container. This has been well received from the public thus far.

Committee Reports

Design – RFP for Gateway went out. Three firms showed up for the site visits to submit bids. Lesley shared to the potential locations – 600 block of Broad Street and the bridge leading to the River District.

Promotions – N/A

Business Development – Lesley shared that the Marketing Grant recipients have been chosen and notified. The workshop with the SBDC is scheduled for August 31st. Businesses that received the grant must attend the workshop and consultation with the Small Business Development Center in order to receive grant funds.

Outreach – N/A

Parking – Lesley gave an update on potentially towing cars with large fines. The DDA/Parking recently went to Municipal Court – there were a couple people who had been given three opportunities to resolve their tickets and they did not show up to court on any of the three occasions. Judge Jackson issued a bench warrant. The DDA has decided to hold off on the towing as they feel the message will get across by issuing the bench warrants. The city attorneys do have a towing ordinance ready should the decision be made to go forward.

Staff Reports – Otwell shared that Ira and Libby Levy will be receiving the “Main Street Hero” award at the annual Georgia Downtown Association conference in August 2021. Lesley shared that downtown development professionals from the Georgia Main Street will be visiting Rome in March of 2022.

Meeting Adjourned at 9:08am.

Respectfully Submitted,
Aundi Lesley