

**ANNUAL MEETING MINUTES**

Chairman McDowell declared a quorum and welcomed members to the meeting at 8:35am. Chair McDowell welcomed Assistant City Manager, Patrick Eidson, to his first DDA meeting. Members present: Steven McDowell, Ann Pullen, Evie McNiece, Steve White, Alice Herring, Barbara Ware, and Jay Shell. Staff: Patrick Eidson, Amanda Carter and Becky Smyth. Media present: Kristina Wilder, Rome News Tribune, Tori Hughes, WRGA.

ACTION ITEMS

December Minutes - Minutes were approved on a motion by McNiece, second by Pullen.

Election of Officers - Vice Chair McNiece asked for nominations, Shell nominated McDowell as Chairman, White motioned to approve, second by Herring. Pullen nominated McNiece as Vice Chairman, Ware motioned to approve, second by Shell. Carter clarified that the vice chair position is filled by the city appointed commissioner. McNiece nominated Herring as Secretary, Shell motioned to approve, second by White. All members were in favor; no opposed.

Committee Appointments - Chair McDowell thanked everyone for their service and stated he would like for the current committee chair appointees to stay the same for this year. The following appointees stand: White, Business Development; Herring, Parking; Shell, Promotions; Pullen, Design; Ware, Outreach, McDowell, BID. Shell made a motion to approve all committee appointments, second by White. All members were all in favor of all officer nominations; no opposed.

2015 Work Plan Approval - McDowell recommended all members update themselves on all committee goals. Herring noted a change in the meeting time for the Parking Committee from 9am to 8:30am. Pullen motioned to approve the 2015 Work Plan with the corrected meeting time for the Parking Committee, second by Herring. All members were in favor.

Parking Recommendation - Smyth passed out a parking packet which included a copy of the proposed contractor fees, a contractor parking permit form, and the contractor informational sheet. The department issued 428 passes for 2014. They did revisit the fees as recommended at last month's board meeting. The first day is now free. A 3 day pass is \$25, 7 day pass \$50, 14 day \$125, and 30 day at \$200. There are no off-street parking fees which will encourage them to park off-street with no charge. Smyth explained the jump from 7 days to 14 days is to prevent the contractors from opting for the 2 week pass and discourage use after the job is done. The parking committee reviewed the changes via email. The recommendation will go to city commission in form of a resolution at their next meeting. Smyth stated there is flexibility if a contractor cannot work 3 consecutive days due to waiting on parts, etc. Shell commented that this will discourage improvements downtown and believes there are too many fees. Herring gave an example of a project near her business that has resulted in 5-7 vehicles taking up spaces in front of her business. Smyth explained the committee felt this is in-line with other departments, such as building inspection and this is a positive revenue source compared to the contractors receiving citations, which is negative. Pullen suggested a lower cost for contractors with only one vehicle. McDowell noted it would encourage them to get in and get the work done as they have a timeline. McDowell also pointed out that there will be flexibility to work with individual projects. Shell suggested educating the business and property owners early. McNiece said we need to respect and protect the business owners. White reminded members that this is not an uncommon system as Savannah and Athens all charge fees. White motioned to approve the recommendation as presented, second by Ware. McDowell, Pullen, White, Herring, and Ware were in favor, Shell opposed. Commissioner McNiece abstained from voting.

COMMITTEE REPORTS

Outreach - The awards program held at the DeSoto Theatre was a success. Members liked the great location.

Design - A replacement ordinary bike has been ordered to replace the damaged one. Members are continuing to work on the median lighting plan and the Holiday décor in the median. They've recently discussed allowing temporary murals on plywood while renovation projects are in progress and also looking into dog clean-up stations.

Promotion - Jeff Cater and the new employee, Kevin Aronhalt, from the Parks and Rec will join the committee. There is a need for more volunteers. They are planning an event in the River District. The plan is to have three block parties on Broad Street.

Parking - Herring stressed a major is changing the two hour limit. They plan to continue doing outreach and visits. Pullen asked if permitted parking spaces are being addressed in the 100 block, specifically for the needs of The Stitchery's customers. Pullen also commented that she will be leasing her lot. Smyth conveyed Ed Hine intends to move forward.

Business Development - The committee's main focus is the River District and residential living.

BID - The Renewal for BID has officially kicked-off. Members have received petition packets and have started going door to door. They must receive signatures from at least 51% of property values, the goal is higher. The estimated budget is \$100,000 with the increase to 1.5 mills and the addition of the River District.

DEPARTMENTAL REPORTS

Parking - Smyth noted the striping of the 100 block will take place January 15-16th. The 3rd Ave deck has been leased this weekend. Reports were included in packet. The Annex Lot 2014 revenue was \$8,000 and steadily growing. The 4th Ave deck revenue was down. Carter celebrated her 3rd work anniversary. Smyth provided an updated on Arnold's progress.

Director's Reports - Carter gave the report in Arnold's absence. As of December 31st, there were 5 net jobs and 14 total net businesses. She reminded the board of the National Conference and the Wyoming group coming.

There being no further business, the meeting adjourned at 9:49am.

Respectfully Submitted, Amanda Carter, Recording Secretary