



## MEETING MINUTES

Chairman McDowell declared a quorum and welcomed members to the meeting at 8:34am. Members present: Steven McDowell, Ann Pullen, Evie McNiece, Steve White, Alice Herring, and Barbara Ware. Absent: Jay Shell. Staff: Ann Arnold, Amanda Carter, Becky Smyth, and Patrick Eidson. Media present: Doug Walker, Rome News Tribune, Tori Hughes, WRGA. Chair McDowell welcomed Arnold back and wished her a happy late birthday and wished everyone a Happy Valentine's Day. January Minutes were approved on a motion by McNiece, second by White.

## COMMITTEE REPORTS

**Outreach** - Ware stated they've added two new members, David Prusakowski and Krista Womack. They are building a volunteer base. The next Coffee Break is hosted by David Prusakowski State Farm.

**Design** - The committee has worked on the work plan and assigned goals to members. They plan to target facades in the River District. They will also work on cleaning downtown awnings and painting rear staircases. .

**Promotion** - The committee assigned members to goals. They are currently working on the lineup for First Friday. Greg Cater is the newest member.

**Parking** - Owner of River Dog Paddle Company, Mike Sams, has joined the committee. They will continue to make awareness visits. The committee continues to assign goals to member and work through work plan.

**Business Development** - They plan to have a loft/upper story residential tour in spring. They will also interview focus groups, such as nurses and millennials, to research the River District.

**BID** - Chair McDowell recapped the January 27<sup>th</sup> BID Annual Membership Meeting held at Johnny's Pizza. This was a well-attended meeting. Blumberg, Abercrombie and McDowell presented. Petitions are being signed now. McDowell commented that the feedback was overall positive. Members discussed the process of the DDA board overseeing BID. Pullen feels merchants are excluded from process. Arnold reiterated the annual meeting, annual survey and monthly coffee breaks will continue. Meetings are announced to the public. Anyone can attend committee meetings and welcome to join.

## TRAINING

**Monthly Reports & Assessment** - Arnold notified members that they will begin receiving a monthly report in the packet as the report has changed. Carter stated staff has recently viewed a DCA webinar outlining the new monthly report and annual assessment, which details the annual standards each Main Street Program must meet to earn accreditation. DCA provides webinar training on a normal basis and staff will forward beneficial webinars to board members. Watching these webinars will count towards training. Each board member must meet 8 hours of training per year. This reporting training today will count towards board training. Carter went over questions such as program downtown event information, volunteer information, new and closed businesses, property sales, private investment in housing, private/public improvements projects, etc. Next, Carter reviewed all ten standards in the assessment. She will email standards to all members and status updates Carter stressed the requirement of staff and board training. She reviewed the list of attachments that must be included in the assessment. DCA will begin making on-site assessment reviews starting in 2016. .

**National Main Street Conference** - Arnold would like board members to attend the National Main Street Conference. This is the first time it has been in Georgia and a one-day registration for \$100 is being offered to board members and elected officials. Members are encouraged to look at schedule and pick what they would like to attend. Carter will email the schedule of sessions today. Arnold is speaking on a GMA panel on Monday at the conference.

## DEPARTMENTAL REPORTS

**Parking** - The resolution for contractor permit fees was passed. Fees will be charged beginning March 1<sup>st</sup>. Contractors are being notified. The restriping on E. 4<sup>th</sup> Ave took place yesterday and four parking spaces were eliminated (Parker FiberNet Project). Smyth has started working with The Forum on the graduation calendar. The 3<sup>rd</sup> Ave Deck has been leased this month for three events. Lease activity at the 4<sup>th</sup> Ave Deck has also increased.

**Director's Reports** - Arnold announced the group from Wyoming will visit Greensboro, Cartersville and Rome prior to the national conference arriving Friday, March 27<sup>th</sup> at 5pm. They will attend a dinner where Rich, Doss, McDowell, and Arnold will do a presentation. They will take a driving tour of Between the Rivers and River District. A walking tour will be Saturday starting at 8:30am and volunteers are needed. The group will learn about housing, parking, DeSoto Theatre, hotel development, River Walk and Town Green and have time for shopping. The loan closing for Dark Side of the Moon will take place on Monday or Tuesday of next week. There were three net businesses for January and six net jobs.

**Other** - Arnold celebrated 15 years with the city in January and this year is 30 years as a downtown manager.

There being no further business, the meeting adjourned at 9:47am.

Respectfully Submitted,

Amanda Carter, Recording Secretary