

**Downtown Development Authority of Blakely
MINUTES**

Monday, Sept. 25, 2023

2:00 pm

Alexander Building

Chamber-Development Authority Board Room

MEMBERS IN ATTENDANCE: Dave Atkins, Beau Clenney, Edwin James, Jennifer Mulkey, Franklin Ford, Heather Allred, and Brad Clenney.

OTHERS IN ATTENDANCE: Mayor Travis Wimbush and Susanne Reynolds.

Note: DDA Board of Directors approved the time change for the regularly scheduled meeting due to the workshop/planning session that was held from 10 am - 1:45 pm on the same date.

Dave Atkins, Interim DDA Chair, called the meeting to order and welcomed those in attendance.

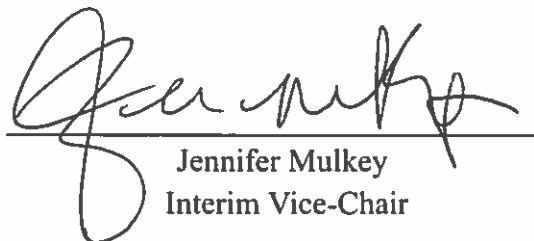
- **MINUTES:** Jennifer Mulkey made a motion to approve minutes from the August 28, 2023 meeting. Seconded by Franklin Ford. All voted in favor.
- **FINANCIAL REPORT:** As of Sept. 25, the One South Bank checking account - \$925.50. A motion to approve the financial report was made by Brad Clenney and seconded by Heather Allred. All voted in favor.
- **OLD BUSINESS:** Franklin Ford presented 3 logo/branding options for the Blakely DDA. Option 2 was selected with modifications. Ford to finalize. Modifications to the DDA Bylaws were discussed: Limiting the number of times members can participate virtually/telephonically; conflicts of interest/standards of conduct, and DDA Executive Director duties/purchasing. Susanne Reynolds will make amendments to the draft for the consideration at the next regularly scheduled meeting. The Merchant Meet-Up/Downtown networking event will be released to the public when Ford releases the Downtown Blakely logo.

- **NEW BUSINESS:** A Downtown Blakely Facebook page will be created when the logo is finalized. It will be managed by Susanne Reynolds, DDA Executive Director, and utilized for the purposes of sharing DDA news and information. A roster for Downtown Blakely businesses and property owners will be compiled to help share info/news. Dave Atkins suggested starting with the Chamber roster. Main Street/DDA 101 Virtual Training was discussed. Reynolds suggested all members completing the training since it is DDA-specific. Codes will be purchased within the first year of DDA board members' terms. Contact Susanne when ready to begin training and the code will be purchased. Motion for code purchases was made by Edwin James and seconded by Heather Allred. All voted in favor. Participation in the Christmas Parade (Dec. 7) was discussed. Franklin Ford expressed concern on whether or not this was time well spent by the DDA. Heather Allred and Jennifer Mulkey expressed that this could be a good advertising opportunity for the DDA. No action was taken. On September 5, 2023, the Blakely City Council approved a \$15,000 allocation to the DDA for FY23. The Board of Directors discussed placing \$7500 of the funds at First State Bank of Blakely since it is a bank within the DDA boundary. Dave Atkins recused himself from any discussion or voting related to the agenda item, since he is the president for One South Bank. Jennifer Mulkey made a motion to open an account with First State Bank of Blakely and deposit \$7500 in the account for the Facade Grant Program, with the remaining \$7500 deposited to One South Bank account. The motion was seconded by Brad Clenney and all voted in favor. Reynolds reviewed the Facade Grant Program application with the board. The DDA must have a certification of appropriateness from the Historic Preservation Commission. The City and HPC must approve the C.O.A. application process before moving forward. No action was taken.
- **CHAIRMAN'S REPORT:** Dave Atkins suggested the DDA pick out 1-3 "quick hit items" to focus on and by the time next year gets here, the DDA comes out strong and running.
- **DIRECTOR'S REPORT:** Rural Zone designation decision will be towards the end of October.
- **OTHER DISCUSSIONS/PUBLIC COMMENTS:** Mayor Travis Wimbush thanked the Blakely DDA Board of Directors and suggested the FY24 Budget be planned through partnerships with with other Downtown organizations such as Blakely Hometown to make sure efforts are not being duplicated. A motion to adjourn was made by Brad Clenney and seconded by Heather Allred. All voted in favor.

Meeting minutes were recorded by Susanne Reynolds, Blakely DDA Executive Director.



Dave Atkins
Interim Chair



Jennifer Mulkey
Interim Vice-Chair