

**Downtown Development Authority of Blakely
MINUTES**

Monday, November 18, 2024

5:30 pm

**Alexander Building
Bynum Conference Room**

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

ABSENT MEMBERS: Edwin James

OTHERS IN ATTENDANCE: Susanne Reynolds, Vikki Ford

Dave Atkins, DDA Chairman, called the meeting to order.

- **MINUTES:** A motion to approve the October 28, 2024 meeting minutes was made by Brad Clenney and seconded by Beau Clenney. All voted in favor.
- **FINANCIAL REPORT:** A motion to approve the financial report was made by Brad Clenney and seconded by Heather Allred. All voted in favor.
- **OLD BUSINESS:**
 - 52-Week Gun Raffle & Sales Report: Franklin Ford gave a report on the progress of the raffle. As of 11/18, 166 tickets have been sold. The revenue goal (\$60K) is 28% (\$16,600).
 - Reynolds gave a brief overview of updating the Downtown Master Plan with Action Items for 2025. This will help us hold each other accountable and reach the DDA's goals for Downtown. More on this at the next meeting.
 - Due to Chairman Atkins having a conflict with the 4th Monday of each month, a motion to amend meeting date within the bylaws to the 3rd Monday of each month at 5:30 pm was made by Jennifer Mulkey and seconded by Franklin Ford. All voted in favor.
 - The board discussed hosting a December Merchant Meet-Up to push the final sell of raffle tickets before Christmas. Heather Allred offered to host at Funny Girl Deli. Ford suggested developing a Meet Up plan and to be consistent with meetings. Schedule monthly meet ups, secure time, location and promote effectively.

● **NEW BUSINESS:**

- Downtown Christmas Ornaments: Reynolds presented the 2024 Downtown Ornament (DDA logo). To make a profit, sell at \$15 each. Each year a new ornament can be released.
- Discussions: Reynolds explained the importance of working towards proposing a food truck court concept and Highway Signage for Downtown. What will it look like? Develop a plan to make it a reality.
- Radio Ad Contribution: Reynolds explained that the Development Authority of Early County will pay the full \$7200 for a yearly radio ad with Flint River Media. Would the DDA contribute at least \$1500 towards promoting the community? No action was taken due to lack of a motion.

● **CHAIRMAN'S REPORT:** None.

- **DIRECTOR'S REPORT:** Don't forget to complete Main Street 101 Training course. Reynolds will begin scheduling times to meet with board members 1 on 1.

● **COMMITTEE REPORTS:** None.

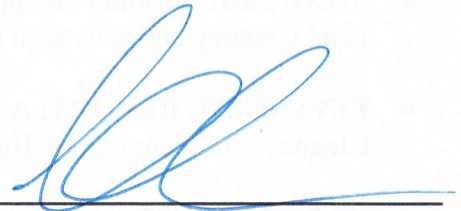
- **OTHER DISCUSSIONS/PUBLIC COMMENTS:** Vikki Ford offered to help Reynolds with the Christmas Parade on Dec. 5.

A motion to adjourn was made by Jennifer Mulkey and seconded by Brad Clenney. All voted in favor.

Meeting minutes were recorded by Susanne Reynolds, DDA Director.



Dave Atkins
Chairman



Jennifer Mulkey
-Vice Chair

Florie W Ford
SEE TREASURER