

**Downtown Development Authority of  
Blakely/Mainstreet**  
**SPECIAL CALLED MEETING MINUTES**  
**Tuesday, March 4, 2025**  
**3:30 pm**  
**Bynum Conference Room**

**MEMBERS IN ATTENDANCE:** Brad Clenney, Edwin James (call in) Jennifer Mulkey (call in), Beau Clenney, Heather Allred and Franklin Ford

**OTHERS IN ATTENDANCE:** Susanne Reynolds, Vikki Ford, Mayor Travis Wimbush and Capree Kueckelhan

Secretary-Treasurer Franklin Ford called the meeting to order.

Note: Chairman Dave Atkins was absent due to a funeral. He was in favor of moving forward with all items.

- **NEW BUSINESS:**

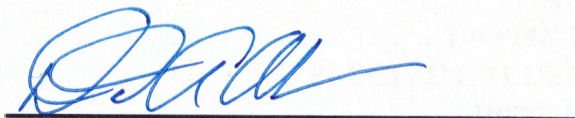
- **DDA Boundary Expansion Recommendation:** Reynolds explained the importance of the boundary expansion. The City will be considering the designation of Downtown Blakely as an Enterprise Zone. It is best to go ahead and expand the current (2023) boundaries so more commercial properties further up N. Main and S. Church/Main St. can utilize the incentives (permit fee waivers, property tax abatement). A motion to approve the expansion of the DDA boundaries was made by Beau Clenney and seconded by Heather Allred. All voted in favor.
- **Facade Grant Application (62 N. Main Street):** Reynolds explained that the application approved during the previous meeting had not been signed by the property owner/applicant. She visited with Mr. and Mrs. Wright earlier in the day and had him sign it. A motion was made by Brad Clenney to approve the signed facade grant application for 62 N. Main Street and award the applicant \$1500 for approved exterior improvements. The motion was seconded by Beau Clenney and all voted in favor.
- **Speaker Fee + Travel Merchant Meet Up (S. Phelps):** Reynolds discussed with the board the speaker + travel fee (\$3700) for Shellie Phelps speaking at the March 31st Merchant Meet Up at Old Goat Soap Co. She is the Chamber President in Wetumpka, AL. She restored the house from the Big Fish movie and nominated the town for Hometown Take Over. The Early County RDI team met her at VSU last year. Phelps is a community development consultant and spoke with Reynolds about an hour on the phone. She was very interested in learning more about Blakely,

especially the Places in Peril recipient: The Powell Opera House. Heather Allred stated it was important to connect with people who have been very successful at community development. In order to make sure the event moved forward, Allred made a motion for the DDA to pay the fee in full to secure the speaker and ask if others would like to help contribute. A second was made by Brad Clenney. All voted in favor. Reynolds explained that Phelps would be staying in Blakely that evening and her lodging was covered.

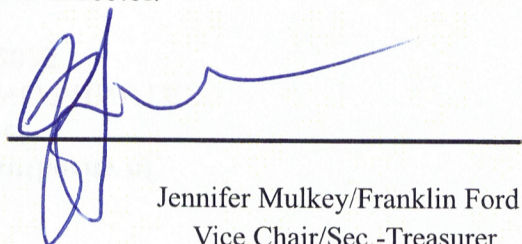
- **Farmers Market Sponsorships:** Reynolds presented a draft of sponsorship levels for the program. Franklin Ford made the suggestion to only have one sponsorship level - \$300. Heather Allred discussed how it is sometimes more feasible for someone to give \$50 than a maximum amount. She mentioned giving a sticker to those who give less than the \$300 sponsoring level. A discussion for printable cloth farmers market bags was had. The board agreed cloth bags and stickers would be great to sell at the market. A farmers market logo was presented to the group. A motion to purchase 500 cloth bags with sponsorships/donations was made by Heather Allred and seconded by Beau Clenney. All voted in favor. Reynolds told the group she spoke with Ms. Trudie Evans at the City on how to request shutting down Busy St. during the farmers market days and permission to allow vendors to park in the city lot across the street. She is working on that request. Reynolds also explained she was in the process of applying to accept EBT/SNAP benefits at the farmers market. She is waiting on approval from USDA. The DDA did receive a grant via MarketLink for an EBT card reader and 1-year subscription to the platform. It will be great to make healthy local food accessible to everyone in the community.
- **OTHER DISCUSSIONS/PUBLIC COMMENTS:** Capree Kueckelhan commented that the farmers market bags were a great idea. Vikki Ford asked if the downtown merchants could help market the bags with “an incentive” such as with a give-a-way or promo event similar to “Brunch & Punch.” Vikki asked about stickers. Reynolds said they could work together on pricing them out and go from there.

Ford asked for a motion to adjourn. A motion to adjourn was made by Brad Clenney and seconded by Edwin James. All voted in favor.

Meeting minutes were recorded by Susanne Reynolds, DDA Director.



Dave Atkins  
Chairman



Jennifer Mulkey/Franklin Ford  
Vice Chair/Sec.-Treasurer