

DDA Meeting
November 16, 2016

Executive Board Members present: Carey Jackson, Alice Glenn, Rebecca Metzger, Vance Foster, Dennis White, Debbie Ray, Stephanie Crump

Advisory Board Members present: Helene Brown, Tammy Hutchinson, Barbara Cronic, Michelle Wetherbee, Maureen Holder, Tina Howard, Pudge Smith, Nancy Hardigree, Earl Johnson, Kelly Brooks, Darcy Maixner

Absent: Gretchen Torrence, Dru Ann Williams, Barbara Rhodes, Colleen Oberg, Beth Matthews, Dru Ann Williams, Pat Harper, , Susanne Barfield

Director: Henley Cleary

The meeting was called to order at 12:05 p.m. by Chairman, Carey Jackson.

The minutes from the September meeting were approved..

No Treasurer's report was given due to computer problems.

Due to this meeting being a yearly retreat, the general agenda was shifted and committee reports will be covered in an addendum..

Director's report: Henley reported the following business:

- Tonya Purcell closed on the Dillard Bldg. on Howell St. Her Dressing Dreams Boutique will move from her newly renovated store on Depot St. to the new facility. Her former store will also be available for sale or lease.
- Pure Oil is being looked at by a group that wants to open a Coffee/Bar.
- Linder-Candler property has an interested buyer.
- Lighting in Constitution Alley is already being paid for by the city. We are discussing using fencing in the back of the alley.
- We have decided to leave the box at the corner of Jackson for use at Dancing on Depot, etc.

After a brief lunch, the following business was discussed in our retreat as an addendum to our meeting:

Committee Reports:

Promotions: Helene Brown, Chair (create a positive image to rekindle community pride and improve consumer and investor confidence)

Helene announced that we will continue to support the following activities: Dancing on Depot, Scarecrow Bash, Monster Mash, Belk Charity Days, First Saturdays (May through Aug.), Tree Lighting, and support of many of the other community events). We will be looking for ways to promote businesses in town. Helene requested a replacement for her role as Promotion Chair due to need to attend to family matters.

The following announcements were made:

The Tree Lighting will take place next Tuesday, Nov. 22. From about 5-7. Volunteers are asked to arrive by 4:30. Since this is supposed to be a county function, we may send thank you notes to four of the commissioners who donated personally to their event.

Nov. 26th is the Small Business Saturday, a nationwide event that downtown is supporting.

Dec. 1st we will sponsor the Girls Night Out event downtown. There will be special incentives offered at the 13 stores participating in the event.

Design- Debbie Ray, Chair (goal to get historic downtown Hartwell into top physical shape)

Debbie announced the following plans for the 2017 year:

Constitution Alley- Steven Holland from Stephens County High School will do the iron work with his students. We will pay for the cost of materials.

Flower Baskets- Dennis White reported that the city workers will be watering our baskets once a day next summer! We will be responsible for the weekends. We will continue to encourage and support concrete planters. Debbie thanked Dennis and his crew for their help in hanging our Fall and Winter baskets last week (Nov, 10).

Courthouse Grounds- We are awaiting the word from the county commissioners that they will assist in paying the costs of the \$5000. Irrigation system that is needed to support the plantings and new Christmas tree that has been donated for future permanent planting on the grounds. Volunteers will be assisting in the beautification efforts.

DOT Boxes- We have our contact and will continue to work on this project: securing permission to cover these unsightly boxes on all the corners of our square.

We will continue to offer façade grants, decorate crosswalks when weather permits.

Maureen Holder offered the help of the Nancy Hart Garden Club in working on weeds around town and in the courthouse grounds.

Nancy Hardigree presented a list of supplies that the Whitworth women could use this holiday.

Economic Vitality: Michelle Wetherbee, Chairman (strengthen community's economic assets while diversifying the economic base)

Michelle announced that earnest money has been put down on the **Candler-Linder house**. We are awaiting city council approval.

Pure Oil is still being considered. Kahoots building is being looked at by a potential buyer. Dressing Dreams on Depot is preparing to purchase the Dillard building on Howell St.

Build the Block is still progressing research.

Small Business Academy- Michelle is working with Retail Strategies to get targeted businesses to come to Hartwell.

Sunday Liquor Sales – Michelle is making certain that this goes on the ballot for next fall. Need to make certain that the city council has it on their agenda in February.

Organization-(Build partnerships among various groups that have a stake in the commercial district). Tina Howard, Chairman

APP -Tina announced that we are receiving applications for this job as a sales person for our app. This will be a commission opportunity.

The 2017 ornaments are in the stores.

The business meeting and the annual meeting were adjourned at 1:45 p.m.

Tammy Hutchinson
Secretary