

DDA Meeting
February 17, 2016

DDA Members present:

Executive Board Chairman- Carey Jackson,

Executive Board Members: Kathy Bryant, Alice Glenn, Tina Howard, Stephanie Crump, new members-Vance Foster, Debbie Ray

Director: Henley Cleary

Advisory Board Members present:

Helene Brown, Karen Vahaly, Pudge Smith, Pat Harper, Darcy Maixner, Beth Mathews,

Absent: Nancy Hardigree, Earl Johnson, Mary Gidley, Gretchen Torrence, Dru Ann Williams, Barbara Rhodes, Colleen Oberg, Dillon Bowers, Elaine Hartness, Maureen Holder,

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

December's meeting notes were corrected to include recipients of new façade grants awarded for payment in 2016:

Warren Teague for "The Table"

Michael LeCroy for LeCroy Insurance Agency, Inc.

Sandra Turner for Jala's Appliances & Tools

Terri Lee Whitworth for "Stick to Your Roots Salon & Boutique

January minutes were approved as presented.

Alice Glenn gave the Treasurer's report

Committee Reports:

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

Keep Hartwell Beautiful will be held on April 23rd. Community organizations will be asked to participate. The city will provide dumpsters. We will ask the county to waive dumping fees for the city that day and give homeowners a 50% discount on dumping. We will call the window washing and power washer companies to come in that day as well

We will be asking community organizations to participate in the **Monster Mash**, which will be held on Depot St. from 4-6.

We will be not be participating in **Belk Charity Days** this Spring.

Other 2016 events:

Dancin' on Depot- will be held June 24th from 7-11 with gates opening at 6.

Tree Lighting – will be held Nov. 22 from 5-7

First Saturdays- Discussed possibility of event being held at Hart State Park. Henley will talk with David Aldrich to see what the timing will be for the city to take over the lease of the park.

We collected baked goods for the city workers for our **Valentine's Day** thank you. Very successful event.

Organization- Karen Vahaly, chair (build partnerships among various groups that have a stake in the commercial district)

Karen has visited 148 businesses and reported 24 have paid for the APP. She has been getting very favorable responses to the introduction of this communication effort. Discussion of whether to have only local businesses or include corporate as well. So far, \$3000 has been raised from partnerships. Tina Howard reported 2,095 visits in the last two weeks.

So far, we have raised \$4500 in sponsorships. Will hope to be able to add the First Saturday events to advertise their support. The following companies have become sponsors: Columbia Farms, First Citizens Bank, North Ga. Credit Union, McGee Heating and Air, Oglesby Enterprises.

— Karen reported we will order 150 Hestia ornaments featuring the Dam for this next holiday shopping.

Design: Debbie Ray, Chair (get historic downtown Hartwell into top physical shape)

Mural idea is doing well. So far, we have approximately \$5000. toward \$12,000cost.

Constitution Alley –Gretchen has been trimming trees; subcommittee will submit plans and budget. Kristin Joyner may be writing a grant for it (about \$1500.)

Flower Baskets- Henley sent letters to all the garden clubs requesting their donations toward the flower baskets. The baskets will be collected the last week of Feb., taken to Gretchen's, then Sunny Hill, to be reinstalled in April.

Crosswalks –Pst Harper is talking to company to produce vector stencils for off state highway roads entering Hartwell. Depot and Forest are two of the prospects.

Economic Vitality Committee- Tina Howard, chair (strengthen community's economic assets while diversifying the economic base.)

Tina reported the APP introduction is going well. Many non-profits are being added to the site as well. She expressed appreciation of Greg Gaines and students from the high school who are doing a great job adding videos to the site. There will be a meeting Thurs., Feb. 18th to show interested businesses how to use the APP.

Tina announced several major businesses are looking at locating in Hartwell.

Director's Report- Henley Cleary

Henley reported she attended a Georgia Power Economic Center meeting and discussed what she learned.

We welcomed Debbie Ray and Vance Foster as new board members.

Community announcements:

There will be a Pancake Breakfast put on by Kiwanis at the First Baptist Church, March 14.

The Polar Bear Plunge and Chili Cookoff which benefits the NEGaCouncil on Domestic Violence will be held Feb. 27th.

The meeting was adjourned a 1:20 p.m.

Tammy Hutchinson
Secretary