

DDA Meeting
March 16, 2016

DDA Board Members present:

Executive Board Chairman: Carey Jackson,

Executive Board Members: Kathy Bryant, Debbie Ray

Director: Henley Cleary

Executive Board Members absent: Stephanie Crump, Vance Foster, Tina Howard, Alice Glenn

Advisory Board Members present:

Helene Brown, Karen Vahaly, Pat Harper, Darcy Maixner, Beth Mathews, Debra Taylor-Dubeau, Nancy Hardigree,

Earl Johnson, Helene Brown, Tammy Hutchinson

Absent: Mary Gidley, Gretchen Torrence, Dru Ann Williams, Barbara Rhodes, Colleen Oberg, Dillon Bowers, Elaine Hartness, Maureen Holder, Pudge Smith

Guest: Nicki Meyer, Hart County Chamber

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

January minutes were approved as presented.

Treasurer's report was read and approved.

Committee Reports:

Economic Vitality Committee- (goal is to strengthen the community's economic assets while diversifying the economic base) In Tina's absence, Karen Vahaly reported the APP is continuing to be successful in number of applicants and monies received and expressed her hope to personally continue adding businesses to the app. A March 31 deadline to the campaign was set by committee chair, Tina Howard. Because there was not a quorum and Tina was not at the meeting there was no further discussion.

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

The First Saturday events will be held this year at the Swamp Guinea starting first weekend in May, June, July, and August. We will be responsible for promoting these events using posters and banners. Nicki Meyer suggested we get a logo, but we will consider that at a later time.

Keep Hartwell/Hart County Beautiful will be held on April 2nd. Community organizations will be asked to participate. We will meet at the MLK parking lot at 8:30 am. Many organizations have responded to help. The convenience centers will be accepting the trash with no charge that day.

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

Mural fundraising is doing well. So far, we have approximately \$7075.00 which includes a \$2000 grant toward \$12,000 cost. We discussed putting picture of mural and article in the paper to draw more interest. We will be displaying mural drawing in businesses and in bank windows. It was decided to go ahead and schedule the muralist in order to get on her calendar while we continue to collect donations.

Constitution Alley –We are still getting quotes on the improvements we are making.

Flower Baskets will be put up April 15th. We will probably need to replace the coconut liners next year-cost will be around \$800 for the 16 baskets. Henley announced that the Garden Club Council has committed to donate \$100 toward the baskets. Nancy Hardigree offered to go with Henley to speak personally to all the garden clubs. Some garden clubs want to put flowers around the kiosks on Howell and Franklin.

Crosswalks –Pat Harper has secured a company to design the decorative stencils for the crosswalks on Depot, Carolina, and Forest and several other streets that do not intersect with Howell and Franklin, which are DOT roads.

Nancy Hardigree announced a forthcoming exhibit at the Art Center presented by the combined Historic Preservation, DDA, Art Center, Archway, and the City of Hartwell which highlights the architectural achievements of Leila Ross Wilburn, an early 1900's designer of seven prominent homes in Hartwell. The builder of those homes was John William Temple. The exhibit will be up for the month of May. A special event will be held at the Art Center on Thursday, May 12th on Leila Ross Wilburn. The DDA will provide refreshments for this event.

Organization (Goal is to build partnerships among various groups that have a stake in the commercial district-) Karen Vahaly announced her resignation from the Organization committee so she can devote her time exclusively to the MyHartwell app.

Karen discussed the need for more publicity, signage outside city limits, app stickers in business windows. It was suggested that the Hartwell Sun put the app logo on the front page of the paper each week for prolonged period of time. She would like to enlist high school students to work as interns on our DDA facebook page.

Director's Report- Henley Cleary

Henley reported that we have collected \$ 4350 in partnership funds and \$7000 in Sponsorship funds.

Community announcements:

Nicki Meyer, from the Chamber of Commerce, handed out two communiques: a brochure from the NE GA. Lake Region (5 Chambers of Commerce) best recreational features and a Hartwell 2016 Calendar of Events. Reported the Antique Boat Show is coming April 16th, and a Dance-a-thon on May 7th at the High School to raise funds for the Railroad Street Park.

Debra Taylor announced the Fashion Show April 1 at the Art Center. The show is put on by Bailes Cobb to raise funds for the Art Center.

The meeting was adjourned a 1:10 p.m.

Tammy Hutchinson
Secretary