

DDA Meeting  
July 20, 2016

DDA Members present:

Executive Board Members: Debbie Ray, Alice Glenn, Vance Foster, Stephanie Crump

Director: Henley Cleary

Executive Board Members absent: Carey Jackson, Chairman, Michelle Wetherbee, Dennis White

Advisory Board Members present: Darcy Maixner, Rebecca Metzger, Tammy Hutchinson, Suzanne Barfield, Earl Johnson,  
Absent: Gretchen Torrence, Dru Ann Williams, Barbara Rhodes, Colleen Oberg, Dillon Bowers, Maureen Holder, Pudge Smith, Beth Mathews, Dru Ann Williams, Barbara Rhodes, Helene Brown, Pat Harper, Nancy Hardigree, Debra Taylor, Kathy Bryant, Tina Howard

The meeting was called to order at 12:05 p.m by Alice Glenn, in Carey Jackson's absence.

The minutes from the June meeting were approved as written.

Alice Glenn read the Treasurer's report. There was a discussion among the executive members about how to separate the funds between the DDA and the Main Street accounts. Stephanie Crump moved that Alice should put everything into the DDA account and transfer what is necessary into the Mainstreet account through future motions as we go along. Vance Foster seconded, and the vote was unanimous.

Committee Reports:

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

**First Saturdays-**In Helene's absence, Henley reported this event was continuing to do very well.

**Dancing on Depot** – Henley reported 824 paying guests, with increased sales of beer. This event broke even with an outlay of \$860. For rain insurance. Thankfully, it did not rain! The Promotions committee recommended doing more publicity in outer county magazines, more ads and publicity in surrounding cities' newspapers and websites. We would like to double our gate receipts for next year. Talked briefly about changing the electric meter on the light pole from Jackson St. down to Forest (if we move the stage to that end of the street so local retailers who are located near Jackson can stay open that evening.)

**Monster Mash-**We will assist the Mayor by organizing this event which will take place on Depot St on Oct. 31<sup>st</sup>.

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

**Mural-** No border will be painted around the mural at this time due to funding.

**Constitution Alley-** The committee is postponing cleanup day. We will talk further with Earl Johnson, owner of ½ the alley, and the city, who owns the back part, about the funding of the improvements we hope to make. (Lighting, fencing, landscaping, etc.) The DDA will be contributing as well in manual labor as well as financially.

**Crosswalks-** In Pat Harper's absence, Henley announced some of the hopscotch squares were cut out for the Carolina St. area, and they will use musical notes near High Cotton and the Community Theater. Sailboats will be added as well. Suzanne Barfield, new advisory board member, volunteered her husband and his soccer field machines to assist with the painting of the lines

**Courthouse Grounds-**Gretchen Torrence and a group of volunteers weeded the grounds last week. She has encouraged that no new planting take place until the county agrees to repair of the existing sprinkler system. Exciting news is that Gary Waters has offered to donate a large live Christmas tree which we can decorate yearly on the grounds. This cannot be planted until the Fall and until the sprinkler system is fixed.

**DOT Sign Boxes-**While our local DOT has stated that the large utility boxes for the 511 number cannot be decorated in any way, we have found that they are decorated beautifully in Decatur, Ga., so we will pursue that possibility.

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

In Michelle's absence, Henley announced that The Build the Block project concentrating on the Umbrella factory is still ongoing.

The DDA has gathered signatures from downtown merchants to encourage the City Council to put the Sunday Sale referendum on the November ballot.

**Organization :** (Goal is to build partnerships among various groups that have a stake in the commercial district-)

Tina Howard, chair, will work with Michelle Wetherbee on a job description for a new App manager.

The ornaments are in and will be distributed in late Sept. We will include some of the last year's ornaments as well. Will try to sell at Farm Fest and Monster Mash.

**Director's Report:** Henley Cleary

Henley asked if we should support the Back to School Bash to be held on July 29<sup>th</sup> on Depot St. After discussion, Debbie Ray made a motion to spend \$200 on school supplies for Hartwell elementary students. Vance Foster seconded the motion which was approved unanimously by Alice Glenn, Stephanie Crump, Debbie Ray, Vance Foster.

Stephanie Crump announced that an 83 yr old famous Bluegrass musician , Leo Bud Welch, will be playing at High Cotton on July 29<sup>th</sup>. He has produced two albums very recently and has played in international venues.

The meeting was adjourned at 1:15 p.m.

Tammy Hutchinson  
Secretary