

DDA Meeting
February 15, 2017

Executive Board members present: Carey Jackson, Rebecca Metzger, Debbie Ray,
Stephanie Crump, Vance Foster

Executive Board member absent: Dennis White

Advisory Board members present: Helene Brown, Maureen Holder, Debra Taylor, Barbara
Cronic, Pudge Smith, Michelle Wetherbee, Darcy Maixner

Advisory Board members absent: Tammy Hutchinson, Earl Johnson, Gretchen Torrence,
DruAnn Williams, Barbara Rhodes, Colleen Oberg, Beth Matthews, Pat Harper, Nancy
Hardigree, Susanne Barfield, Tina Howard, Kelly Brooks

Director: Henley Cleary

The meeting was called to order at 12:00 noon by Chairman, Carey Jackson.

The minutes of the January meeting were approved as written.

The Treasurer's Report was given by Vance Foster in the absence of Alice Glenn,
Treasurer.

Committee Reports:

Promotions: Helene Brown, Chair

Plans for this year's First Saturdays are coming together. Bands have been secured for all four events. We are contacting non-profits to help with each month's event and split the proceeds of beverage sales to help with their causes and give them publicity.

Design: Debbie Ray, Chair

Cost for new liners and plants will be approximately \$1500.

Baskets will be taken down Friday, 2/24

Constitution Alley clean up on Friday, 2/24 to tear down half wall, paint over graffiti

Debbie, DruAnn and Henley are going to Stephens High School on 2/22 to meet with Chris

Holland and make final decisions on the Constitution Alley sign.

Courthouse clean up and beginning of aeration and fertilizing will be scheduled in early March

We will look into another Spring awning and sidewalk cleaning campaign

We will ask merchants if anyone wants more concrete planters

Economic Vitality: Michelle Wetherbee, Chair

Michelle is working on new void analysis

Michelle is talking to two different restaurants about coming to Hartwell

Ilka McConnell has sent us a list of classes offered to merchants by Athens Tech. We will poll merchants to see what they are interested in

Organization: Tina Howard, Chair

Tina is working with Bree on rolling out the Hartwell App again. The first stage is to list all Hartwell businesses in the app. After that Bree will visit businesses to see if they want to go "live". For DDA Partners, this will be free. For non-Partners there will be a \$100 fee.

Director's Report:

Mailed packet to ABRA, Mgt. with letters requesting saving Pure Oil building

May 11 – Historic Preservation event with HPC in order to auction artifacts from the Candler-Linder house. Will try to have it at Savannah River or Art Center to show renovation possibilities of old buildings.

We will order another memorial ornament. The Organization Committee will decide what the ornament will portray.

Jerry Cleary and Patrick Guarnello are going to maintain the lights on Depot and Carolina for us. The Board needs to come up with annual budgets for each of the committees. Once we finish this year's Sponsorship and Partnership Campaigns we will make the decision for 2017.

We are going to apply for the ReLeaf Grant from Georgia Forestry Commission to help with tree purchases for the courthouse grounds.

Archway has accepted the courthouse grounds project as a project for their horticultural school so we will be assigned a student, hopefully this summer, to create a plan. This plan can also be used for the grant application.

With no further business the meeting was adjourned at 12:50.

Respectfully submitted,
Henley B. Cleary for
Tammy Hutchinson