

1. Call to order

2. Approval of Minutes

3. Officers' Reports

- Chairperson's Report
 - i. Expenditures
 - ii. Introduction of Kimberly Murray
- Vice Chairperson's Report

4. Standing Committee Reports

- Economic Restructuring Committee
- Organization Committee
- Design Committee
- Promotions Committee
- Ad Hoc Committees

5. Downtown Manager Updates

6. Old Business

7. New Business

8. Public Comments

9. Adjournment Next meeting – The next regular meeting will take place **July 2, 2015 at 5:30 p.m.** in the Exhibit Hall, 4th floor of City Hall.

Attendees: Scott Dawson (Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Susan Drew, Marilyn Finnemore, and Rick McClendon. **Downtown Manager:** Jennifer Bell. **Absent:** Cory Garman, Mark Lore, and Andrea Smith. (Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

- Approval of Previous Meeting Minutes (February) – *Unanimously approved 7/0*
- Approval of Previous Meeting Minutes (April) – *Unanimously approved 7/0*
- Expenditures Report – Question regarding status of budget request to City Council.

➤ **Chair Updates** – Scott Dawson

- Topics will be addressed later on the agenda.

➤ **City Council Updates** – Eden Freeman

- Budget
 - FY2016 City Manager's Proposed Budget was presented to City Council at the April 28 Work Session. First reading will be this coming Tuesday. Budget to be voted on by Council at the May 26 meeting. Budget available to view on city's website.
- Apple Blossom
 - No attendance numbers yet, but did have more people. Four additional tons of trash collected. Normal police complaints. There will be an after action meeting in the coming weeks.

➤ **Committee/ Work Plan Updates**

- Design
 - Today's meeting was cancelled.
- Promotions – Scott Dawson for Mark Lore
 - Discussed event surveys.
 - Scott Spriggs has put together a marketing group made up of volunteers.
- Economic Restructuring – David Cavallaro
 - Have spoken with five businesses so far and asked for feedback on what would benefit them, marketing or otherwise.
 - Will meet again tomorrow and on May 27.
 - Plan to go door-to-door to businesses
- Organization – Rick McClendon for Andrea Smith
 - Committee waiting for vote on vision & mission statements. Presenting today for board approval. No additional feedback received since February. New version is included in agenda packet. Old version distributed by handout. *Susan Drew moved to approve the new vision and mission statement. Seconded. Discussion regarding punctuation. Approved 7/0.*
 - Focus moving forward: Regarding use of the brand in the community, Organization Committee would like to be in a position to vet some of the graphic design and language, use of logos and the like.
- Question from board member for design committee regarding status of vestibules for the downtown mall.
 - Jennifer Bell responded that this was among a few items tabled by the Design Committee for a future meeting.

- Ad Hoc Bylaws – Rick McClendon.
 - Waiting for vision and mission statement to be approved so can include in bylaws
 - Clarifying roles of chair and vice-chair, election procedures, and procedures for conducting business.
 - No additional feedback received since February.
 - *Marilyn Finnemore moved to approve. Seconded. Discussion as to whether or not vision and mission statement in city code. The board's purpose is in city code, the vision and mission statement are not. Concern regarding conflicts with city code. No conflicts, only clarification for the board and stakeholders. Approved 7/0.*

- **Downtown Manager's Updates – Jennifer Bell**
 - KidzFest May 16, 11 a.m. – 5 p.m. 40 groups participating so far. Range of entertainment at Taylor Pavilion and on the mall. Great event last year. Positive feedback from downtown shops and restaurants.
 - May 16 is opening day of the farmers market. Draft program handed out. Welcome feedback. Opens at 9 a.m. Still in need of volunteers. Set-up at 8 a.m., tear-down at 1 p.m. 14 different vendors on opening day. Great range of items. Looking for acoustic musicians willing to donate their time and chefs to do cooking demonstrations. Sarah Acuff Chapman is the Market Coordinator and will be at market every Saturday.
 - Scheduling a downtown stakeholder's meeting for Wednesday, May 27, 6 p.m. in OakCrest Education Room on N. Kent Street. City Manager will attend for a meet-and-greet at 5:30 p.m. Proposed agenda items include free marketing opportunities for downtown businesses, Brad Veach will attend and talk about promotion through the app, Fire Chief will discuss downtown fire safety, Economic Restructuring Committee will provide information about the Greatness Program. Welcome any suggestions and invite board members to attend. Question if a good time to talk about next steps for the Winchester Towers. Not proper forum. Better for a public meeting. Final RFP scheduled to be released by May 27.

- **OTWBA – Christine Germeyer**
 - Rally in the Alley was successful.
 - Apple Blossom was great for everyone, especially Sunday. Trash in Indian Alley remained longer than would have liked.
 - Comment regarding communication between planning and zoning pertaining to permits and applications. Would like better system so not receiving certified letters for outstanding paperwork.
 - Planning and Zoning mailed out letters prior to permits being due in January. Downtown Manager sent emails with same information. Went door-to-door at some businesses as well as personal calls and emails. Some businesses were still outstanding in April. At some point there has to be official notification from the city.
 - Some businesses thought they had all the paperwork in order. Issue with additionally insured on certificate of liability. Manor in which they were contacted was off-putting.
 - Not meant to be off-putting. Needed proof of delivery by third party.

- **Public Comments**
 - None

Motion to adjourn. Seconded. Unanimously approved.

Adjournment at 6:00 p.m. Next meeting – Thursday, June 4, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall

Professional Services/Special Events	Budgeted	May Expenditures	Current Balance
Monthly Retainer - May	\$72,708.00	\$6,097.00	\$6,097.00
W-03-15 Event Expenses		\$2,719.39	
W-04-15 Event Expenses		\$4,681.59	
FYTD Account Total	\$196,700.00	\$13,497.98	\$30,916.32

Professional Services/Other	Budgeted	May Expenditures	Current Balance
Web Content Management for April		\$450.00	
FYTD Account Total	\$10,100.00	\$450.00	\$4,066.00

Printing	Budgeted	May Expenditures	Current Balance
Apple Blossom Stakeholder Post Card		\$245.00	
FYTD Account Total	\$6,830.00	\$245.00	\$2,488.58

Postal Services	Budgeted	May Expenditures	Current Balance
City Hall Postage - April		\$0.90	
Stakeholder Mailing		\$351.75	
FYTD Account Total	\$500.00	\$352.65	\$132.81

Telecommunications	Budgeted	May Expenditures	Current Balance
Work Cell Phone for April		\$49.86	
FYTD Account Total	\$720.00	\$49.86	\$112.18

Travel/Mileage & Transportation	Budgeted	May Expenditures	Current Balance
VMS Awards Dinner Transportation		\$23.00	
Atlanta NMS Conference Transportation		\$67.00	
Atlanta NMS Conference Transportation		\$20.00	
Atlanta NMS Conference Transportation		\$50.00	
FYTD Account Total	\$660.00	\$160.00	-\$286.38

Travel/Meals, Lodging, Registration Fees	Budgeted	May Expenditures	Current Balance
Atlanta NMS Conference Meals		\$168.00	
Atlanta NMS Conference Lodging		\$626.40	
FYTD Account Total	\$500.00	\$794.40	-\$1,390.97