

Downtown Development Authority of Augusta, Georgia
Board Meeting Minutes
June 10, 2021

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held June 10, 2021 at 8:30 am at the Pinnacle Club, 699 Broad Street, 17th floor. Those members in attendance were Jack Evans, James Heffner, Jane Ellis, Stephen King, Pastor Anthony Booker, Ashanti Lilley and DDA executive director, Margaret Woodard. Other participants were Abby Paul and Rachel Baker of Wier-Stewart.

Mr. Evans called the meeting to order at 8:33 am and welcomed everyone and thanked Stephen King for arranging and hosting our meeting at the Pinnacle Club.

Abigail Paul and Rachel Baker of Wier- Stewart gave a power point presentation updating the board on the DDA's new branding identity and website. The website should launch sometime around the 4th of July.

Jane Ellis presented the following financial update with no formal reports on the consent agenda due to Roxanne's absence:

Bills paid are as follows:

DDA credit card	\$186.80	(recurring storage and Savannah trip)
Office Rent	\$950.00	
Katherine Bonner	\$315.00	
Comcast	\$619.29	
Verizon Wireless	\$172.91	
Pollock (printer)	\$195.00	
Augusta CVB	\$334.17	(Savannah trip)

May & June City funding checks have been deposited in the amount of \$25,768.

In the Director's Report, Ms. Woodard updated the Board on the following:

Economic Development

- Empty building inventory underway for Broad Street Corridor.
- We have 3 active prospects and in addition have met with hotel developer (purchased 5 parcels on the 1100 Block of Broad) and the new owner of the Lamar Building, Pace Burt.
- Vance's Bakery Bar had Ribbon Cutting on 5/27 and Tiffinie Bleu on 6/24.

Design:

- We have 4 façade grant applications submitted with 2 to be approved by Board today.

Promotion:

- Test website edits are underway.

- 2 videos were produced for new website.
- Completed interview with Georgia Trend Magazine.
- Purchased ad in Business Review for July edition.
- Facebook and Instagram will launch with website.

Organization:

- Met with Gary Dennis, Jessye Norman School, to discuss possible partnerships.
- Partnering with the CVB in Q3 on a training session based on our customer journey reports.
- Completed Peer City Analysis.
- GA CVB Conference presentation was a tremendous success.

Jane Ellis made the motion to accept the Director's Report as information. James Heffner seconded the motion and the motion passed unanimously. James congratulated Margaret on the Savannah presentation which he was told raised Augusta to the next level.

Under new business, Ms. Woodard presented the Façade Grant application for 943 Ellis Street for Board approval. The grant amount requested is \$5000 with total project costs at \$1 million. Georgia Power funds will be used to pay the grant if approved. The project consists of 12 market rate apartments. All requested information, including the certificate of occupancy, has been submitted. Jane Ellis made the motion to approve with a second by James Heffner. The motion passed unanimously.

Next, Ms. Woodard presented the Commerce Building at 670 Broad Street for approval of a Façade Grant application in the amount of \$5000. The project includes office space on the first floor (expansion space the Allison West Marketing Company) and 3 furnished market rate apartments on the second floor. The façade was restored to its prior glory with new windows and columns. All requested information has been submitted to the DDA. James Heffner made the motion to approve with a second by Jane Ellis. The motion passed unanimously.

Mr. Evans asked that committees meet in July in lieu of a board meeting for summer vacations.

The meeting was adjourned at 9:25 am.

Respectfully Submitted,
Jane Ellis
Secretary-Treasurer