

Downtown Development Authority of Augusta, Georgia
Board Meeting Minutes
May 13, 2021

The regularly scheduled board meeting of the Downtown Development Authority of Augusta, Georgia was held May 13, 2021 at 8:30 am at the Augusta Convention & Visitors Bureau Offices located at 1010 Broad Street, 3rd floor. Those members participating were Jack Evans, James Heffner, Jane Ellis, Pastor Anthony Booker, Ashanti Lilley, Stephen King, and DDA Executive Director Margaret Woodard. Other participants were former DDA board members, Scylance Scott and Cameron Nixon; Sue Parr, President and CEO of the Augusta Metro Chamber of Commerce and John Snider of SM&E.

Mr. Evans called the meeting to order at 8:30 am and welcomed everyone and thanked Bennish Brown, President & CEO of the Augusta CVB for hosting our meeting.

Mr. Evans presented Service Awards to former DDA board members Mr. Scylance Scott and Mr. Cameron Nixon. Mr. Scott and Mr. Nixon both served on the DDA board for over 10 years and both served in several capacities as officers. They are models of what great board members should be and their contributions were invaluable to the growth of the organization.

Mr. Evans deferred the consent agenda to June as Ms. Walls is out of the office recovering from an accident.

John Snider of SM&E presented the following in regards to the DDA 2020 Audit:

- The accounting policies used by the DDA are described in note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during 2020.
- All significant transactions have been recognized in the financial statements in the proper period.
- The disclosure of the DDA's capital assets is in note 3 to the financial statements.
- The disclosure of the DDA's MOU with the city is in note 5.
- The financial statement disclosures are neutral, consistent and clear and Roxanne and Margaret were easy to work with.
- An adjustment of \$15,000 was made to capitalize the cost of the new website development.

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

Economic Restructuring

- Curtis Baptist Church is on the market for sale.
- International uniform at 1216 Broad Street is for sale.
- 1208 Broad has been purchased for retail and loft apartments.
- Ribbon Cutting for BIKE BIKE BABY held on 3/27.
- Groundbreaking for the HUB and Boys and Girls club held 4/6.
- Ribbon cutting for 943 Ellis Street held 5/6.

Design:

- Riverwalk arches are in procurement for bid.
- 990 Broad Street, 510 Greene Street, 670 Broad Street and 943 Ellis Street have submitted façade grants.

Promotion:

- Test website is completed and edits are underway.
- Rhodes Creative will handle our social media.
- James Brown Birthday bash was held May 1-DDA was a sponsor.
- Downtown Events task force has submitted recommendations to commission.

Organization:

- Presentation to LA Executive Forum on 4/29.
- DDA/CVB will present to a tourism conference May 17.
- Assisted H & CD with small business relief fund.
- All DDA committees have met.

Customer Journey Reports:

- We are slowly getting back to pre-COVID numbers.
- Daily visits are now at 12,000 (pre-COVID-20,000).
- Average visits per customer are 4.07 (4.49 pre-COVID).
- Average length of stay is 117 minutes (129 pre-COVID).
- 80% of our visitors came for a 30 mile radius (200 miles pre-COVID).
- Resting work cell phones is still down by 10,000.
- AU and Marriott remain big traffic drivers.

Under new business, Sue Parr updated the board on the 5th Street Pedestrian Bridge project and the Broad Street TIA Project.

In closing, Mr. Evans said it is vital that we all collaborate to make sure these projects are completed and if over budget, look for grants to offset costs.

The meeting adjourned at 9:40.

Respectfully Submitted,
Jane Ellis-Secretary-Treasurer