

**Downtown Development Authority of Augusta  
Board Meeting Minutes  
January 2022**

The Downtown Development Authority held its monthly board meeting January 13, 2022 at 9 am via ZOOM due to the surge of COVID Omicron cases.

DDA members in attendance were Jack Evans, James Heffner, Stephen King, Ashanti Lilley, Pastor Anthony Booker, as well as Executive Director Margaret Woodard, Project Coordinator Katherine Bonner and Legal Counsel Jeb Murray.

Chairman Jack Evans called the meeting to order at 9 am and welcomed everyone.

Stephen King asked if there were any questions on the consent agenda items, the November 2021 Meeting Minutes and Financial Report as of December 31, 2021 that were distributed prior to the meeting for board review. Hearing none, Mr. King made the motion to approve with a second motion by Ms. Lilley. The motion passed unanimously.

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

**Economic Development:**

Annual reports are underway for 2021 net new businesses, jobs created and private investment. HPC approved demolition permits for 1162 Broad Street (hotel site) pending site plan approval and updated facade drawings.

Lamar project is moving along and we are working with a prospect referred by Ms. Lilley.

Ribbon Cuttings were held for Shared Space on 12/2 and Art on Broad expansion on 12/8.

**Design:**

Riverwalk Arches pre-bid meeting held 1/11/22 and Bid Opening is 1/31 at 11 am.

Façade Grant application for 211 10<sup>th</sup> Street (Bees Knees) has been submitted for board approval.

**Promotion:**

Social Media Ad Spend: \$129.72

Posts boosted: website news and downtown highlights, Small Business Saturday and Christmas Parade.

Added reach: 8366 accounts

Added Post Engagement: 555 engagements

Link Clicks: 182

Instagram had 53 new page followers and Facebook had 188 new followers.

**Organization:**

Augusta Real Estate Investment group presentation on 11/11.

DDA Video shoot 11/17-will feature Millhouse Station and the Standard.

Proposed hotel developer-Historic Commission 11/18.

Small Business Saturday held 11/27-tremensous success-900 transactions.

Making Spirits Bright Holiday Windows-26 entries-778 votes.

Meeting with Dr. Whirl on 12/1 to discuss possible partnerships.

National Community Development Conference Sept.13-16. 300 attendees.

Jessye Norman video completed and loaded to our website.  
Meeting with Tonny McNeil (City ED Manager) on 12/10.  
Youth Leadership Presentation 1/12.

**Other:**

The Standard on Telfair Groundbreaking is Feb. 3<sup>rd</sup> at 4 pm.  
Customer Journey Reports: We are back at pre-pandemic numbers with 3.29 million visits.

In closing, Ms. Woodard asked if a board member is interested in writing the next blog for our website and Ms. Lilley graciously accepted.

Mr. King asked what the overall strategy is for social media and Ms. Bonner updated board members as follows:

August–October: Building brand and audience (aggressive invite/follow campaign); redirecting audience to website and cultivating relationships and partnerships via direct messages and shared content.

November-December-showcasing community/partnered projects and paid boosts for website viewership and event attendance.

January 2022: organically build growth through consistent story content to partners and businesses and expanding Facebook Page reach through Groups.

Stephen King made the motion to accept the Director's Report as Information with a second motion by James Heffner and the motion passed unanimously.

In closing, Mr. Evans asked the DDA Committees to think big with their initiatives for 2022. With the recent announcement in Covington, the distance to Atlanta has been cut in half and there is tremendous opportunity ahead for Downtown Augusta.

The meeting adjourned at 9:48 am.

Respectfully Submitted  
Stephen King, Secretary-Treasurer.