



## ROME DOWNTOWN DEVELOPMENT AUTHORITY

October 12, 2023

Carnegie

607 Broad Street

### MEETING MINUTES

Brock called the meeting to order at 8:38am and welcomed members, city staff and guests. Members present: Kelli Duncan, Megan Watters, Elaine Abercrombie, Rhonda Wallace, Tayesha Lytle, Randy Quick, DJ Rickman, and Harry Brock. City staff present: Aundi Lesley, Jennifer Bailey-Bowers, Kelley Parker, and Joe Smith. Guests present: David Crowder, Diana Roberts, and Norma Robredo.

### ACTION

**Approve September 2023 Minutes** – Duncan made a motion to approve the minutes. Abercrombie seconded. All were in favor.

**Approve BID Financials** – No updates as financial statements for September had not been received. Vote will be deferred to November meeting.

### DISCUSSION

#### Façade Grants –

- 1.) Schroeder's Deli – Work includes replacing front door with double doors and replacing/repairing windows. Schroeder's requested \$5,000. The Design Committee approved \$2,500 since Schroeder's received another \$2,500 façade grant within the last year. Duncan made a motion to approve. Lytle seconded. All were in favor.
- 2.) 240 Broad Street – Rome Barber Studio – Work included wood repair, signage, and exterior paint. The Design Committee approved \$3200. Abercrombie made a motion to approve. Duncan seconded. All were in favor.

**Stakeholder Meeting** – Downtown Development will be hosting a stakeholder meeting on October 19 at the Commission Chambers in City Hall. Staff plans to include input activities for attendees. There will also be an online survey for input for those that are not able to attend the meeting. Lesley shared the brochure that showcases Downtown Rome's numbers over the last five years. This included 88 net new businesses, 273 net new jobs, \$89.4 million invested, \$171,000 in grants, and 5,800 employees. This makes Downtown the largest employer in Floyd County. Lesley also shared the Promotions Committee revamp. The committee is broken down into the Ambassador Program & the Influencer Program. This is in an effort to attract more young professionals and help build up content for social media platforms. Members will be provided with a handbook and will be educated on the ways that DDA serves the community.

**Fiddlin' Fest** – Bailey-Bowers provided an update on Fiddlin' Fest. It was the most successful year yet with overwhelmingly positive feedback from vendors, downtown businesses, and attendees. Data shows that over 25,000 people visited downtown on the day of Fiddlin' Fest.

#### Committee Reports –

- No updates at this time.

#### Other/Adjourn –

- Brock called to adjourn the meeting at 9:31am.

**Respectfully Submitted,**

Jennifer Bailey-Bowers, Recording Secretary