

City of Blue Ridge

480 West First Street • Blue Ridge, Georgia • (706) 632-2091

Downtown Development Authority Meeting

November 8, 2021

5:30 p.m.

480 West First Street

Present:

Chairman: Cesar Martinez

Board Members: Nichole Potzaufl, Russell Black, Natalie Kissel, Mike Panter

MINUTES

1. Call Meeting to Order

Chairman Cesar Martinez called the meeting to Order.

2. Approve minutes for October 4th meeting

Board member Natalie Kissel made a motion to approve the minutes.

Board member Nichole Potzaufl second the motion.

All in favor.

3. Chairman's Update

1. Budgets for 2022

All board members agreed their budget would be very minimal.

2. Officers update

Chairman Cesar spoke about the bylaws of the DDA and said they are recommending they take out section two where it says officer shall serve for one year and may be elected for no more than two consecutive years. He stated that if they don't remove that section, come January he can no longer serve as Chairman. Chairman Cesar said he thinks it should be voted on if no one wants to be Chairman.

Board member Natalie Kissel made a motion to remove it from the bylaws.

Board member Russell Black second the motion.

All in favor.

4. Treasurer's report

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Chairman Cesar said for the hotel-motel tax and parking revenue for the month of October was \$22,845.34. Total revenue in the DDA account is \$301,539.36.

5. Committee Chair and general committee updates

a. Nichole – Update on signage

Board member Nichole Kissel said she is working with signal science to work on a new day to go through the new approved package.

1. WiFi in park

Board member Nichole Potzauf noted that there is no Wi-Fi in the park for vendors to use for festivals. Chairman Cesar Martinez said there is Wi-Fi but it is very weak. Board member Nichole said it is becoming a very big issue to where they have received phone calls regarding it.

b. Russell - Economic Development

Board member Russell Black said he spoke with his former CEO of an Engineering company. Mr. Black said the CEO is going to come to Blue Ridge and survey the town and put together a design.

Board member Russell Black said they also have two entities looking to add restaurants in town, so we would need to look for funding from the Georgia Cities Foundation. Mr. Black said he will be meeting with them this week to provide them with the packets they will need to submit.

c. Natalie - Community Outreach

Board member Natalie Kissel said she is currently working on getting a list of all businesses for the promotion of downtown. Mrs. Kissel said she would like to promote more than the business, like the park and events downtown. Mrs. Kissel said she will be sending a letter out to all the businesses downtown so they can make her aware when they are going to have customer appreciations and fundraisers so they can be promoted to the community.

Board Member Nichole Potzauf suggested they add a community board within the city where locals and/or visitors can ask about places to volunteer and ask about contact information for organizations.

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d. Cesar – Parking

Chairman Cesar said as far as parking goes, there is not much to report. Mr. Martinez said they will not be much expansion with the paid parking until they can get the equipment in to get a better Wi-Fi signal downtown.

Chairman Cesar said they are looking into putting signs downtown for limited time parking. Mr. Martinez said most of the parking spots downtown would have the limited time on them.

Chairman Nichole Potzauf suggested once the limited parking signs start to come in to send out a notification with a map to the community to notify them of the changes.

6. Public comment

A member of the audience came up and spoke about their concerns for the parking downtown.

7. Executive session if needed

Not needed.

8. Adjournment

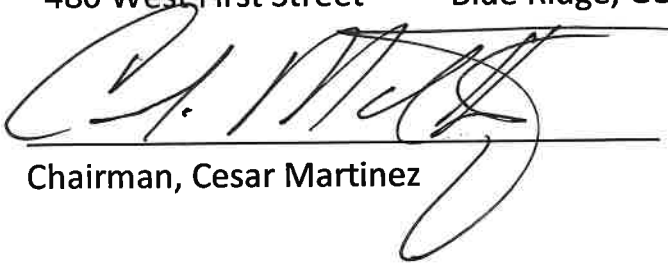
Board member Nichole Potzauf made a motion to adjourn.

Board member Mike Panter seconded the motion.

All in favor.

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Chairman, Cesar Martinez



City Clerk, Amy Mintz

12-6-21
Approved

*Agenda is subject to change