

City of Blue Ridge

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

Downtown Development Authority Meeting

February 7, 2022

5:30 p.m.

480 West First Street

MINUTES

Present:

Chairman: Cesar Martinez

Board Members: Nichole Potzauf, Russell Black, Natalie Kissel

New Board Members: Andy Bowen, Angie Arp, Laura Ray

1. Call Meeting to Order
2. Installation of new Board Directors (Rhonda Haight)

Mayor Rhonda Haight Administered the Oath of Office to Andy Bowen, Angie Arp, and Laura Ray.

3. Chairman's Update

Chairman Cesar Martinez stated he has served two consecutive years, and will have to relinquish the chairman title, per the by-laws.

- a. Elect new Board Chairman and Vice Chair

Board Member Nichole Potzauf nominated Russell Black for Chairman.

Board Member Natalie Kissel seconded.

All in favor.

Voted Board Member Russell Black as Chairman

Cesar Martinez stated they now have to nominate for vice-chairman.

Board Member Laura Ray nominated Cesar Martinez for vice-chairman.

All in favor.

Voted Cesar Martinez as Vice-Chairman.

4. Approve minutes for December 6th & Jan. 3rd meetings

Chairman Cesar Martinez stated due to issues with the recorder, the minutes for the two meetings are based on his recollection.

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Board Member Russell Black made a motion to approve the minutes.

Board Member Nichole Potzauf seconded.

All in favor.

5. Treasurer's report

a. Current account balance

Chairman Cesar Martinez stated the account balance in the DDA account currently is \$403,995.95.

b. Parking revenue

Due to the recent vote by the city council on January 18, 2022, the parking revenue will now be going into the city's funds but will continue to receive the hotel-motel tax.

6. Committee Chair and general committee updates

a. Nichole – Update on signage

Board Member Nichole Potzauf stated she is in charge of the design committee and oversees the historical group, originally founded through the city. She advised one of the first projects they began working on is wayfinding signage.

Nichole explained they are upgrading the signs at various locations and going forward they are working on identifying entry into the lots that are not clearly shown, two being the co-op and the entry into the downtown area. Signal signs will be working with the city directly on reaching out and doing permits, getting DOT information, and figuring out what the allowance is.

Board Member Nichole stated once sorted out, she will get with Brian Higgins to work with the high school to price out the small metal sign to match.

Nichole stated she will get an estimate for the signs and will email them out as soon as she receives it.

b. Russell - Economic Development

Chairman Russell Black explained the biggest project they are currently working on, is the improvement of the Wi-Fi and cell signal in the downtown district. He stated he has been working with a group based out of Atlanta, who has put together a package that will build out a network in the central business district

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and will be a mix of mounting the antennas to existing structures or having decorative poles.

Russell advised the way they are wanting to set it up, is the company will pay for it and revenue share with the city. They will provide an ordinance stating anyone coming in after will have to use this, and if they are unable, they would have to provide a detailed reason they would be unable.

Chairman Russell Black stated they can design poles for police and fire radios, meaning, if an officer goes into a building in the central business district, the radio is going to work.

Russell advised he is going to get additional information and they will need to do more studies going forward.

Russell advised he also has two loan applications for two businesses in the downtown district, he is getting the rest of the information from the businesses to submit it to Georgia Cities.

c. Natalie - Community Outreach

Board Member Natalie Kissel stated the social media page should be up by the end of February, she is just waiting on the design. The social media page would focus on keeping the community up to date on events and specials going on in stores downtown.

d. Cesar – Parking

Vice-Chairman Cesar Martinez stated the DDA no longer has the parking, so there is no update needed.

7. Preparations for Council participation during March 7th DDA meeting

Vice-Chairman Cesar Martinez stated the DDA meets the first Monday of each month at 5:30pm and has a yearly update with the council in January, but with the newly elected council coming in, it was to March.

8. Public comment

None

9. Executive session if needed

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Not needed

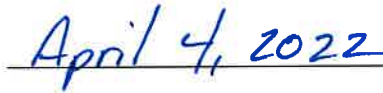
10. Adjournment

Board Member Laura Ray made a motion to adjourn

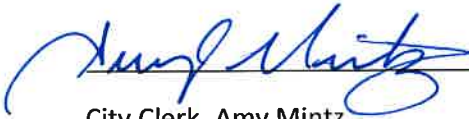
All in favor.



Chairman, Russell Black



Approved



City Clerk, Amy Mintz



(City seal)