

**Jefferson Downtown Development Authority**  
**Tuesday, April 25, 2017 6pm**  
**Jefferson Station Community Room**

**Members Present**

Joel Harbin  
Christine Dalton  
Willie Hughey  
Steve Quinn  
Shawn Watson

**Absent**

Terry Liles

**Staff**

Pat Levinge, Treasurer  
Beth Laughinghouse

1. Call to Order
  - Meeting was called to order by Joel Harbin at 6:06pm
2. Approve Minutes
  - Approval motion was made by Christine Dalton, second by Steve Quinn. Motion was approved unanimously.
3. Approve Budget Report
  - Pat Levinge presented the financials for March.
  - Bank statement is reconciled.
  - Income and Expenses are the same as last months.
  - YTD we have received \$11,520.24 in income and spent \$5,826.79 in expenses. Our over YTD is \$5,693.45.
  - The overage for 2016 of \$17,774.87 does not reflect a \$5,000 management fee and Pat will deduct that fee from that total.
  - Beth questioned if the \$5,000.00 management fee could be transferred to the Main Street budget since technically she was managing the property. Joel asked if we wanted to “give” that money to the city or keep it in the DDA. Beth agreed...keep it in the DDA budget and use toward projects.
  - Pat indicated the management fee becomes income.
  - Pat did give the city all the requested audit items and received no instructions yet to change anything.
  - Steve: Do we give the city a copy of the DDA financial statement every month?
  - Beth: When I send a copy of the report to the DDA members, I also send a copy to Jon Herschell and Mayor Plott.
  - Steve: Would you cc Amie on that email also so we can say the city financial director has received a copy. Beth: sure
  - Motion made by Steve Quinn to accept financial report as presented, second by Willie Hughey. Motion passed unanimously.

#### 4. Committee Reports

##### a) Lee Street

- Joel: Pat and I are working with Jeri at Regions to get the reports to her. I'm going to ask Jeri to also send us a 2016 recon report so we are up to date.
- Steve: I totally forgot to get with you Pat on the DDA stuff.
- Pat: Is that the reports that we have to go on line and complete?
- Steve: Yes, my fault and I'll get with you in the next week.
- Pat: If we had tried to do it after the last meeting, that would have been in the middle of tax season and it would probably be on my desk any way!
- Beth: would it help if the "to-dos" were highlighted or marked in some way so it is easier to read?
- Steve: if it doesn't add more to your work, it would be good to have.
- Beth: I'll try and do that on these minutes
- Joel: after our last meeting I emailed Jeri and told her, in our opinion the paving of the drive thru was not necessarily a necessity based on the fact they wanted to amotorize it out over 15 years. She came back and said basically that wasn't the DDA's call and that Regions had accessed it and it was a hazard to their customers.
- Joel: Pat has sent me the email citing all the codes and I will be forwarding that to Jeri.
- Willie: is the repairs just in the drive thru? Joel: Shawn can probably answer that better than I can.
- Shawn: Mainly it is under the drive thru...where the cars sit and oil drips...that will have to be dug up and reinstalled. There are a couple of potholes and cracks that need to be repaired.
- Willie: Looks like the company doing the work for the city on Gordon Street could do that while they are there.
- Steve: Is it not cemented under the drive thru?
- Joel: I think Regions wants us to know they deem it a safety issue in case anyone gets injured on that property.
- Shawn: They are safety issues on the other side of the building too; where the curbing and the asphalt have separated.
- Joel: Pat's email is very detailed and has case law referenced.
- Steve: Have we told Regions what the repairs are going to cost?
- Joel: Yes, we gave them the cost and that's when Jeri came back and said it would be depreciated out over 15 years at \$65/month.
- Shawn: and the cost included seal coating the entire lot. I think the cost was around \$7600 including everything.
- Beth: With the project going on on Gordon Street, the sidewalk project has warranted some of the junipers coming out which is a good thing. I am also talking with the property owners on the south side about giving the city an easement or right of way (which ever Jeff and/or Ronnie says we need) so we can upgrade and maintain the driveway into the city parking lot. That project will probably warrant us taking up the rest of the junipers there at the drive thru which is what Regions asked for several years back.

#### Landscape Contract

- Beth: I put this on the agenda because the City has just completed an RFP for maintenance and upkeep of the downtown streetscape...watering, flowers, mowing, weed control....and I didn't know if this was something the DDA wanted to review at some point.
- Joel: Who took over the city contract?
- Beth: New Vision, owned by Michael Faulkner.
- Beth: Does the DDA have to do an RFP for services? You can also leave the existing contract as is.
- Joel: We've had not complaints from Regions so let's leave it as is.
- Willie: Who does the other city upkeep?
- Beth: Legacy does areas other than downtown, such as the cemetery and the clubhouse.

#### 5. New Business

- No new applications April
  - b) Create a 501c3 arm of the DDA
    - Joel: We haven't done this yet...leave it on the agenda.
  - c) Tax status:
    - Beth: I received another 2015 tax bill from Jackson County. I thought this was an issue that I had resolved on 12/8/2015 when Richard from the Tax Assessor's office walked over a "change" to the Tax Commissioner's office. I did talk with Candice Taylor several days later and she says we do not owe any taxes and she will look into the situation.
    - Joel: Who makes that tax bill go away?
    - Beth: I think it is the Tax Commissioner office but she has to have that paperwork from the Tax Assessors office and she is working on that.
  - d) Pendergrass House
    - Beth gave an update on the progress of the renovation and will keep the DDA updated with further updates
    - Are there other properties downtown that the DDA can purchase?
    - Willie: what is the status on Mike's Grill? Beth: I haven't heard from them in a couple of weeks but will be falling up with them. The fire suppression system has been the big problem every time someone gets interested.
  - e) Beth: Gainesville does a really neat program in their downtown called "BOOST". Once a quarter the Main Street Manager calls a group of folks together (in her case 30) and they converge on a downtown business with a set amount of money. Regina divides that money among the group and they spend all the money in that one business. I would like to do something like that downtown and would like the DDA to think about funding that. Regina is sending the info on this program and I'll have that ready for you at the next meeting.  
Steve: And the folks spending the money she gives them probably spend more.  
Joel: Where does she get the money she gives out? Beth: From her DDA She actually gets Hotel/Motel tax also.  
Joel: So this is basically a good will toward the businesses. Beth: It's just another way to promote the businesses. You can also choose different groups

of folks to spend the money (not your volunteers) like teachers, other business owners, people who may not be a part of your normal downtown activities.

Pat: Like mystery shoppers

Beth: We could also use Facebook....post that the first 10 people to show up at a particular business get \$10 to spend. You would want to be sure and spend the same amount at each business but you could spread that amount among different numbers of people, depending upon the business.

6. Old Business

a) Logo

- Beth: I know Diana has been working on these and I'll have several versions for you next month.

b) Wreath project

- We are still going forward with this project and as we get closer I'll have updates for you. This is a partnership with the CWL Museum Association (once they approve)

c) DCA financial registration

- Joel: Steve, I know you said you would get with Pat and take care of this.

d) Miscellaneous:

- Joel: I'm with Steve, we need to come up with our next project and I like the idea of doing something that drives people into downtown. We need to keep our eyes open.
- Joel: Shawn...are you still doing the billboard? Shawn: Yes, the new one just went up last week in front of Chapman Fence on Highway 129.
- Steve: Part of the RSVP project was signage, right? Was there "pole signs" also part of that plan? Beth: yes, nothing is budgeted this year but we will be putting those items into future budgets.

7. Public Input

- None this month.

8. Adjourn

- Motion was made by Christine to adjourn, second made by Steve. Motion passed unanimously. Meeting was adjourned at 6:46pm.

Respectfully submitted,

Beth Laughinghouse