



Eastman Downtown Development Authority Board of Directors Minutes

Date: July 23, 2024..... **Called Meeting**

Place: Eastman City Hall

Board of Directors Present: Andrea McCranie, Lorraine Aguayo, Paula McCain, Willie Nae Nash, Roy Grenade, Wynnon Pittman **Via Phone:** Sammy Young **Attorney:** Rita Llop

Financial Report: N/A Called Meeting

Minutes: N/A Called Meeting

Invocation: Wynnon Pittman

Pledge of Allegiance: Lead by Chair Andrea McCranie

Items of Business: **Comedy Show/Dale Jones**
September 7, 2024
Magnolia Theater (Hosted by the Eastman D.D.A.)

Approved Agenda: A motion was made by Wynnon Pittman to approve the Agenda as presented with a second by Lorraine Aguayo, motion carried.

- We discussed the cost of tickets and determined that the cost would be \$25.00 a ticket and \$30.00 at the door the day of the event. All DDA members need to help sell tickets and promote the event as much as possible
- The after party will be held at the Main Event by invitation only @ \$10.00. The number of tickets sold for that would be around 45. Tickets can only be sold at the Eastman bake shop.
- We are looking for sponsorships for the Event: Platinum \$1000.00, Gold \$500.00, Silver \$250.00, Bronze \$50.00. Lorraine will determine what benefits will go with each sponsorship category and create the sponsorship form. Wynnon made a motion with a second by Lorraine.
- We voted to set a budget for no more than \$500.00 for promotional items like banners, flyers etc. Wynnon made the motion and with a second by Paula motion carried.
- Lorraine stated the need for volunteers to help the day of the event. We need 2 or more volunteers for the door, ushers, and Lorraine will MC the event.
- We discussed the possibility of printing a flyer to list the sponsors. Paula said that she could order banners listing the sponsor fairly cheap. This would fall under the budgeted amount for promoting the event.
- We discussed the issue with the EIN number to set up a Paypal account. Andrea will call and get the correct EIN for the DDA.
- Paula stated that if we couldn't get the correct DDA EIN number in a timely manner then the Chamber would help sponsor the event's Tickets sales through Ticketleap under the Chamber's EIN. Paula also stated that she has designed a flyer and tickets. Just waiting on the correct EIN number to start promoting.
- We discussed the current DDA Facebook page. No one can find the original information to add any new information or change administrators. So the Authority voted to close the current DDA facebook page and open a new one with all DDA officers added as administrators on the Facebook account. Wynnon made a motion with a second by Paula, motioned carried.

Paula McCain. Motion Carried.

- We discussed the Alleyway project. We did receive an estimate for 59,000.00 to resurface the area. We need to send out bids 1st and then draw up an agreement between the business owners and us for permission to use the portion of the alley that each individual owns. But we do need to talk with each individual that owns a portion of the Alley. But we need to come up with an idea prior to getting a bid. Then we can discuss it with the city to talk about how much financial assistance we can possibly get. Then we would have to draw up a lease with each business owner.
- We scheduled a work Session to discuss the Strategic plan at the September meeting. Lorraine, Andrea and Paula were. The only ones who attended. Andrea decided that Lorraine, Andrea and Paula would be the liaison between the Regional Commission and the Authority. However that does not release anyone from helping and contributing. Roy made a motion to accept the Committee with a second by Willie Nae Nash.
- Andrea Spoke with Lynn Ashcroft with the DCA, and Sheree Bennett. They suggested setting a date to discuss programs that are available for anyone interested in starting up a business, facade grant, etc. to make them aware of how the process works. Andrea has scheduled a meeting with Lynn Ashcroft to discuss this further and possibly set a date.
- Roy and Willie Nae meet to discuss the facade grant from Southside Market. The Facade grant committee discussed that we do not give the applicants the money until after the project is done. The board approved the facade grant for Southside Market. The facade grant committee also recommended that we reduce the facade grant to 1,000.00 from 1,500.00 and only reward 3 per year. This will be discussed at the next DDA meeting.

Meeting adjourned


Andrea McCranie, Chair


Paula McCain, Secretary