



## **Brunswick Downtown Development Authority Called Meeting Minutes**

**Friday, June 10, 2022**

**9:30AM – Warwick Conference Room**

- Board Members & Staff Present:** Whitney Herndon, Michael Kaufman, Lisa Jordan, Shemika Sorrells, Courtney Prince, Julie Martin, Peggy Shanahan, Dylan Lukitsch, Jennifer Krouse & Mathew Hill.
- Absent:** None.
- Advisory Board Present:** Erin Granados, Anne Goodstein.
- Guests / City Staff:** Regina McDuffie, Lance Sabbe, Taylor Cooper.

### **I. Call to Order:**

C. Prince called the meeting to order, a quorum was present.

### **II. Approval of Agenda:**

Those present reviewed the agenda. J. Martin made a motion to approve the agenda as written, M. Kaufman seconded. A vote was taken, all were in favor.

### **III. Citizen Items:**

None.

### **IV. Items of Business:**

- A. Minutes of the May Meeting:** Those present reviewed the minutes. M. Kaufman made a motion to approve the minutes as submitted. W. Herndon seconded. There being no further discussion, a vote was taken, all were in favor.
- B. Treasurer's Report:** M. Kaufman presented the Treasurer's Report. W. Herndon made a motion to approve the report. J. Martin seconded. There being no further discussion, a vote was taken, all were in favor.
- C. Façade Grants:**
- 1. Balance Wellness Studio (1604 Newcastle Street)** – M. Hill said there was information missing from the façade and jump start applications, the grants will be reviewed at the next meeting.

2. **Beaus & Babes Boutique (1428 Newcastle Street)** – M. Hill reviewed the application that came in late, but the business was in need of signage at their new location. Those present reviewed the application. M. Kaufman made a motion to reword the grant documents to allow for similar emergency applications. P. Shanahan seconded. A vote was taken, all were in favor. M. Kaufman made a motion to approve the façade grant for Beaus & Babes Boutique. P. Shanahan seconded. A vote was taken, all were in favor.
3. **Royal Condominium Association (1612 Newcastle Street)** – M. Kaufman recused himself. M. Hill reviewed the application and M. Kaufman answered questions. M. Kaufman left the room. L. Jordan made a motion to approve the application. P. Shanahan seconded. A vote was taken, all were in favor. M. Kaufman was called back to the meeting.

**V. Mayor Johnson's Items:** Mayor Johnson was not able to attend.

**VI. City Manager's Items:** City Manager McDuffie said that the FY 23 budget will be reviewed at the next City Commission meeting. She said that she hoped the reduction in the DDA amount would still allow for the proposed pay increases. A downtown maintenance person has been hired by the City, everyone knows Jeff Faletto, our holiday volunteer. Jeff will lead the downtown daily cleanup, also reporting any repairs that need to be made. He will continue to work on the holiday lighting, which has also been budgeted. The joint City/County/CVB wayfinding signage has received DOT approval and is being manufactured.

**VII. Chairman's Items:** None.

**VIII. Economic Vitality:**

- A. **Business Start-up Guide:** D. Lukitsch said that he is working with the City Economic Development Department to see if they have funding to help pay for the guides.
- B. **Business update:** D. Lukitsch has talked with B. Gendron at Island Jerk. Her business is stabilizing, and she was able to pay the retention bonus to one employee. Her other employee had already left, but she has a new employee who received a sign on bonus. Business is picking up, and D. Lukitsch is working with her to receive training from the SBDC.

**IX. Promotion:**

- A. **July 4:** J. Krouse said that vendors have been signing up. The parade route will be finalized soon and then registration will open.
- B. **Advertising:** The advertising plan for FY23 is almost complete. Digital Billboards will be utilized for events and business promotion.
- C. **Events:** The Braves World Championship trophy will be at Mary Ross Park on July 14. This event will allow people to see the trophy and have a photo op with it.

**X. Board Member's Items:**

- A. **J. Martin (Event/Parking)** – J. Martin reminded the board of the BRAG event on Saturday, June 11. She also asked for an update on the Mansfield parking lot.
- B. **W. Herndon (Flooding)** – W. Herndon opened discussion on the recent flooding. M. Hill suggested that pine straw not be used as mulch in Queen Squares due to it

floating into the storm drain inlets. R. McDuffie will ask G. Alberson for an update.

- C. L. Jordan (Events)** – L. Jordan asked about incentives for businesses to partner with the DDA on events. She also suggested more food trucks at First Friday.
- D. S. Sorrells (Business Meeting)** – S. Sorrells suggested that the businesses should have an informational event. After discussion, A “State of the Downtown” event was planned. There will be a Fiscal Year recap, updates from businesses and updates from the City.

**XI. Advisory Board Items:** None.

**XII. Executive Director’s Report:**

- A. Main Street Report:** M. Hill reviewed the Main Street summary report.
- B. Other:** M. Hill said that the City is purchasing branded bug spray “swag” that can be given away at events. It will be tried out at First Friday, and if it works, a larger quantity will be ordered.

**XIII. Adjourn:** S. Sorrells made a motion to adjourn, M. Kaufman seconded. C. Prince adjourned the meeting.

Respectfully Submitted:  
Mathew Hill, Executive Director