



Brunswick Downtown Development Authority Meeting Minutes

Thursday, April 11, 2024

9:00am – Warwick Conference Room

Board Members & Staff Present: Whitney Herndon, Julie Martin, Michael Kaufman, Travis Stegall, Mathew Hill, Gracie Jordan & Chelsea Hill

Absent: Michael Torras, Susan Bates, Shemeka Sorrells.

Advisory Board Present: None.

Guests / City Staff: Carrie Hogan – City PIO, Jeff Faletto – Code Enforcement, Taylor Cooper – Brunswick News, CCGA: Professor Scott Williamson & Students: Abby, Cameron, Bryce, Julianna, Ben.

I. Call to Order:

W. Herndon called the meeting to order, a quorum was present. Introductions were made.

II. Approval of Agenda:

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

III. Citizen Comments:

J. Faletto made a comment about public information.

IV. CCGA Marketing Class Presentation:

Professor Williamson introduced the Senior Marketing Class. The class presented their findings from surveys and made recommendations for improving outreach to a younger demographic.

V. Items of Business:

A. Minutes of the March meeting: Those present reviewed the minutes. M. Kaufman made a motion to approve the minutes as submitted. J. Martin seconded. A vote was taken, all were in favor.

B. Treasurer's Report: M. Kaufman presented the treasurer's report. J. Martin made a motion to approve the report. T. Stegall seconded. A vote was taken, all were in favor.

C. Grants:

1. Jump Start Grant – Cricket Shop (1610 Norwich) M. Hill reviewed the application. M. Kaufman made a motion to approve the grant in the amount of \$2,000. J. Martin seconded. A vote was taken, all were in favor.
2. Façade Grant – Makers (1214 Newcastle) W. Herndon recused herself. There was not a quorum present, there will be a called virtual meeting to determine the grant.
3. Jump Start / Façade Grant – LaPlaya (1606 Norwich) The owners are not available until after April 13. The board will make a site visit on April 17 or 18.

VI. City Manager’s Items: None.

VII. Chairman’s Items: W. Herndon asked about a spreadsheet for grants that shows application date, amounts, review date, paid date. She briefly reviewed the board members items. Monck Street continues to be an issue with traffic, a four way stop at Mansfield was suggested.

VIII. Economic Vitality: G. Jordan said that the CCGA banners have been installed. The new banner order is being processed through the City. M. Hill gave an update on 1400-02 Newcastle Street.

IX. Promotion: G. Jordan gave an update on March’s events and gave the social media stats. C. Hill and G. Jordan spoke about GA Cities week and potentially extending the First Friday Hours seasonally. April First Friday had attendance of 11,000.

X. Board Member’s Items:

A. J. Martin – GA Outdoor Stewardship Grant: J. Martin will supply W. Herndon with a sample letter of endorsement.

XI. Organizational Report:

A. Main Street Report: M. Hill reviewed the Main Street summary report.

B. May Board Meeting: M. Hill said staff will be traveling on May 9. A potential date for the rescheduled meeting was discussed and the May meeting will be on the 14th.

XII. Adjourn: J. Martin made a motion to adjourn the meeting. W. Herndon adjourned the meeting.

Respectfully Submitted:
Mathew Hill, Executive Director