



Brunswick Downtown Development Authority Meeting Minutes

**Thursday, December 13, 2025
9:00am – Old City Hall**

Board Members & Staff Present: Whitney Herndon, Julie Martin, Michael Torras, Michael Kaufman, Lina Bareno, Brittany Rozier & Mathew Hill.

Absent: Susan Bates & Travis Stegall.

Advisory Board Present: Craig Watkins, Will Wagner.

Guests / City Staff: William Bilancio - IT & Taylor Cooper – The Brunswick News.

I. Call to Order:

W. Herndon called the meeting to order.

II. Momentum Minute:

M. Kaufman applauded the PorchFest Committee for a great event.

III. Approval of Agenda:

Those present reviewed the agenda. M. Kaufman made a motion to pull Financial Reports from the consent agenda. M. Torras asked to add the Overlook Property to his items. M. Kaufman made a motion to approve the amended agenda, M. Torras seconded. A vote was taken, all were in favor.

IV. Citizen Items: W. Bilancio said that homelessness is still an issue downtown, along with parking.

V. Items of Business:

A. Consent:

1. Minutes
2. Monthly Activity Report

B. Treasurer's Report: M. Kaufman reviewed the treasurer's report. He pointed out the new accounts for the Overlook property. M. Torras made a motion to approve the report, J. Martin seconded, a vote was taken all were in favor.

VI. City Manager's Items: None.

VII. Chairman's Items: W. Herndon discussed the Overlook property management and the new position for property management / development.

VIII. Economic Vitality:

- A. Mainstreet Alliance Update:** L. Bareno gave an update on Main Street Alliance membership.
- B. Passports & Other opportunities:** L. Bareno gave a summary of the first passport for GI Film Festival. She said it was successful and the next opportunity is for Small Business Saturday.

IX. Promotion:

- A. Holiday Sponsorships:** L. Bareno gave a summary of holiday lighting sponsorships received so far.
- B. Map Revision:** The map for the Brunswick News insert has been modified to coordinate with the tourism brochure maps.
- C. Social Media:** B. Rozier gave the social media statistics for October. Facebook views were up dramatically, as were Instagram views. Interactions for both were also up from September.

X. Organization:

- A. Porchfest:** M. Hill reviewed the placer report for Porchfest. The total attendance is approximately 15,000. Overall, the event went well.
- B. News 4 Jax:** M. Hill said that the channel 4 morning show would be broadcast from Brunswick on Wednesday, November 19.

XI. Board Member's Items:

A. M. Torras:

- 1. Overlook dock:** M. Torras asked about the status of the docks at Overlook Point. He is ready to start work and needs the go-ahead from the City. M. Hill said that the City is waiting for a determination letter from it's insurance company before FEMA will pay for the dock repair. He will check with the City and give an update.
- 2. Parking:** M. Torras had met with the owner of Black Sheep Pickers about parking. M. Hill said that the owner had met with the City Manager recently and Hill gave a recap of the meeting.
- 3. Cruise Ships / Docking at Mary Ross Park:** M. Torras asked about docking rates at Mary Ross Park and said many of the cruise passengers go on bus tours elsewhere. M. Hill will obtain tour numbers from ACL.

XII. Advisory Board Items:

- A. W. Wagner:** Will applauded the work that everyone did on Porchfest. He also said there had been a great session on downtown & redevelopment at the State Preservation Conference in Athens.

XIII. Adjourn: M. Torras made a motion to adjourn the meeting. J. Martin seconded. W. Herndon adjourned the meeting.

Respectfully Submitted:
Mathew Hill, Executive Director