



Imagine the Possibilities

Brunswick Downtown Development Authority Meeting Minutes

**Thursday, December 11, 2025
9:00am – Old City Hall**

Board Members& Staff Present: Whitney Herndon, Susan Bates, Travis Stegall, Lina Barenco, Brittany Rozier & Mathew Hill.

Absent: Julie Martin, Michael Torras & Michael Kaufman.

Advisory Board Present: Craig Watkins.

Guests / City Staff: Caeser & Hugo – Arte Pizza, William Bilancio - IT & Michael Hall – The Brunswick News.

I. Call to Order:

W. Herndon called the meeting to order, a quorum was present. Those present introduced themselves. S. Bates read the mission & vision statements.

II. Momentum Minute:

C. Watkins complimented the City team responsible for the holiday lighting. All present said it was a draw for downtown. T. Stegall thanked staff for continuing the Norwich business group. Progress is being made.

III. Approval of Agenda:

Those present reviewed the agenda. S. Bates made a motion to approve the agenda as written. T. Stegall seconded. A vote was taken, all were in favor.

IV. Citizen Items: None.

V. Items of Business:

A. Consent:

1. Minutes
2. Treasurer's Report
3. Grants
 - a. The Bookery of Old town (Jump Start) – 1624 Newcastle St.
4. Monthly Activity Report

S. Bates made a motion to approve the consent agenda. T. Stegall seconded. A vote was taken, all were in favor.

VI. City Manager's Items: None.

VII. Chairman's Items: W. Herndon reminded those present that there is a vacancy on the board, she encouraged everyone to encourage likely candidates to apply. She asked if the trash cans at Mary Ross Park could be moved to a less conspicuous location and if the dumpster could be screened. M. Hill will discuss with public works.

VIII. Economic Vitality:

- A. General:** L. Barenco said that there had been a meet & greet for the new downtown officer, Marsha Myers-Bue. Officer Bue will be collecting information on businesses that have cameras.
- B. Passports:** L. Barenco gave a summary of the first passport for Shop Small Saturday. She said it was successful, 197 passports were issued, 40 completed the challenge – Brightr said that 20% completion rate is excellent.
- C. Mary Means Award:** L. Barenco said that M. Hill had been nominated for the May Means Leadership Award.
- D. Main Street Alliance:** L. Barenco said that MSA members can now receive the billboard incentive for 4 weeks rather than one. There was discussion on timing of membership drives.

IX. Promotion:

- A. First Friday:** B. Rozier said that due to the weather on First Friday, the DDA is promoting a second chance Saturday before & after the Christmas Parade.
- B. Social Media:** B. Rozier gave the social media statistics for November. There has been steady growth in followers and interactions.
- C. Downtowner newsletter:** A newsletter has been released listing merchant promotions and downtown events. The newsletter is directed to customers, using the passport & other mailing lists.

X. Organization:

- A. Parade:** M. Hill said that the parade has a good number of entries, planning is going well.

XI. Board Member's Items:

- A. S. Bates: Bar & Restaurant Association:** S. Bates said that she had put out an informal survey to the bar & restaurant association. The survey covered a number of items including: Directional signage (project underway, led by L. Barenco); Mid month event – an additional event would be a good addition, consider daytime on Saturday S. Bates will be on the subcommittee; License renewal – several had commented about the difficulty in renewing alcohol / business licenses; Food truck day – there was concern on the food truck day taking customers.

XII. Advisory Board Items:

- A. C. Watkins:** Craig said that work on the 1400 building has been delayed, waiting on additional approval from SHPO & NPS Work on 1402 is continuing.

XIII. Executive Session: T. Stegall made a motion to adjourn for executive session on real estate. S. Bates seconded. W. Herndon adjourned the meeting and convened Executive Session. W. Herndon called the regular meeting back to order, saying no action was needed after executive session.

XIV. Adjourn: S. Bates made a motion to adjourn the meeting. T. Stegall seconded. W. Herndon adjourned the meeting.

Respectfully Submitted:
Mathew Hill, Executive Director