

### Downtown Development Authority (DDA) Board Member Application

*Thank you* for your interest in serving on the Board of Directors for Cartersville Downtown Development Authority (DDA) and Main Street Program. Please take the time to read this application thoroughly, as it has important information for you to consider before applying.

Being a board member is a wonderful way to serve your community. It is not an easy job, but the work is definitely important, interesting, and fulfilling. If you are selected to serve on the board, it is expected that you will attend one monthly board meeting (typically, 90 minutes), as well as dedicate 10-15 hours per month for conducting DDA business, which includes serving as an active member on at least one task force committee.

Board members should be prepared to attend at least 25% of all DDA sponsored events, and any other efforts or meetings regarding downtown as needed. Within their first year board members must also commit to completing 8-hours of State mandated training on Downtown Development Authorities. All approved or mandated travel, training, and education expenses will be covered at no cost to the individual board member.

Board members should have a somewhat flexible work schedule, as most DDA meetings and trainings occur during normal business hours. Every effort will be made to alleviate inconveniences to the extent possible but, as a working board, most business (outside of special events) does occur during work hours.

*If you are unable to devote the necessary time, energy, and enthusiasm to the responsibilities of the position, please do not apply for board membership.* If you are unable to commit to Board service at this time, there are still *many other ways* in which you can contribute towards the success of downtown. The DDA coordinates numerous special projects and committee activities, all of which are driven by citizen involvement.

The powers of the Downtown Development Authority were established by special State legislation. The DDA is an independent authority established for the purpose of planning, organizing, and financing projects that will revitalize and redevelop Cartersville's downtown business district. According to Georgia's State Law, a Director on the Board of the DDA must meet the following criteria:

- 1) You must be a taxpayer residing in the city limits of Cartersville, *or*
- 2) You must be a taxpayer residing in Bartow, or a neighboring county, *and* an owner/operator of a business located within the downtown district.

If you do not meet these criteria, state law will not allow you to be a member of the DDA board. Failure to uphold the responsibilities of the position may result in an administrative review and/or recommendation for removal from the board.

## **Program Overview:**

The DDA's revitalization strategies are modeled after the national Main Street Program's Four Point Approach. Downtown Cartersville is a certified Main Street Community and the DDA administers this program on behalf of the city.

The DDA itself is composed of a seven (7) member Board of Directors, one (1) full time manager, and two (2) part time program assistants. Board members are appointed by the Cartersville City Council, to serve as advocates and advisors on issues related to economic growth and development in downtown, and the DDA manager implements board recommendations as a function of the organization's daily activities.

Nationally, the Main Street Program provides a comprehensive approach to the economic revitalization of historic downtown districts, which communities then implement on the local level. While the program does focus on the preservation of historic commercial buildings, it is as much about preserving a strong sense of community as it is about preserving buildings.

The DDA manager helps synchronize efforts in all major program areas (Outreach, Promotion, Design, and Economic Development) by working with volunteers and partner organizations to generate broad-based community support and engagement for downtown as a whole. Brief descriptions of program areas are as follows:

**Outreach:** Outreach involves building a downtown support network that is well represented by business and property owners, bankers, citizens, public officials, and other local economic development organizations. Engaging stakeholders and generating volunteer support is central to this endeavor because strong organization provides the stability needed to build and maintain long-term development efforts.

**Promotion:** Promotion focuses on improving awareness about downtown. Street festivals, parades, retail events, and marketing campaigns are some of the ways the DDA tries to generate excitement about the district. Promotion involves creating and marketing an enticing image to residents and visitors so that downtown benefits by association.

**Design:** Design is meant to enhance the visual appeal of the district. Building rehabilitation, street and alley clean-up, signage, landscaping, and lighting are all ways to improve the physical image of downtown. Design improvements result in a reinvestment of public and private dollars as the area is increasingly seen as a quality place to invest, shop, work, walk, and live.

**Economic Restructuring:** Economic restructuring involves analyzing current market forces to develop long-term strategies for maintaining downtown vitality. Offering investment incentives, recruiting new businesses, and improving the competitiveness of traditional merchants and small businesses are examples of economic restructuring activities.

*Each board member is required to serve as either chair of one of the aforementioned committees, or on the executive committee of the board (Chair, Vice Chair or Secretary).*



**DDA Board Member Application**

- 1. Name: Lara Jeanneret
- 2. Address: 40 Natchi Trail SE  
Cartersville, GA 30120
- 3. Phone: (Day) 678-873-2126 (Evening) \_\_\_\_\_ → (Cell) [REDACTED]
- 4. Email: lara@laraJdesigns.com
- 5. Resident of: (Cartersville)  (Bartow County) \_\_\_\_\_ (Other) \_\_\_\_\_
- 6. Duration of residency: 16 Years
- 7. Are you the owner or representative of a licensed downtown business? YES
- 8. Name of business: Lara J Designs
- 9. Address of business: 12 S Erwin St, Suite 2, Cartersville, GA 30120
- 10. How long has the business been licensed? since 2012 in this location
- 11. Where are you currently employed? Lara J Designs
- 12. What is your current position? owner
- 13. How long have you been with this company? 15 years

Either in the space below, or on an attachment, please list any special skills or experience that you feel would strengthen the Downtown Development Authority. (Professional experience, previous board experience, volunteerism, personality characteristics, et cetera may all be considered.)

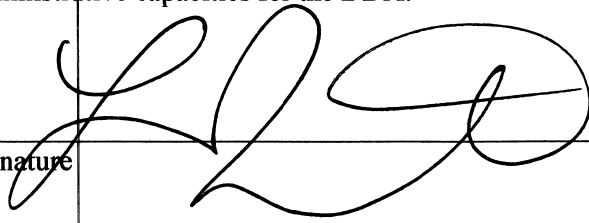
Graphic Designer, website Design & Development  
Former Board member of Cartersville DDA, Advocates  
for Children 2018-2022, current Art in Bartow  
Board Member. Frequent volunteer for many non-profit  
organizations locally (both time & in-kind design work).  
Former chairman & member of Cartersville Bluegrass  
& Folk Festival and assistance with countless events  
for many organizations.

Either in the space below, or on an attachment, please outline your "vision" for the future of downtown Cartersville and how you can contribute to that process.

As a business owner in Downtown Cartersville for many years I have seen a lot of changes. I love that so many of our buildings have been renovated (in a historically accurate & respectful way) and that we have very few vacancies. Marketing of the Downtown area is greatly increased over the past 10 years, and I would like to continue with that trend. Some things we don't currently have that I would like to assist with as a board member are: More wayfinding signage for walking ~~tourists~~ <sup>visitors</sup>, more park interaction by fountain area and more art in the Downtown area. I specialize in graphic design, promotion & marketing and am happy to bring that to the table as a board member, as well as ~~and~~ other needs.

I have read and fully understand this application for the Cartersville Downtown Development Authority Board. I am willing to make a Board level commitment to the revitalization of downtown Cartersville. I understand that this is an advisory role to help determine policy issues and that the Downtown Development Manager will serve in administrative capacities for the DDA.

Signature



Date

11/30/2022

Please return completed application to:

Cartersville DDA  
Attn: Lillie Read  
1 Friendship Plaza  
Cartersville, GA 30120  
770.607.3690 (fax)  
770.607.3576 (phone)

Or submit electronically to: [lread@downtowncartersville.org](mailto:lread@downtowncartersville.org)