



Loganville Downtown Development Authority Minutes

Regular Meeting

Meeting Date: Thursday September 19, 2024

@ 6:30 p.m.

Council Chambers/City Hall

Attendance:

Directors Present:

Dana Russell
Jamie Dempsey
Tara Argo
Jamey Towler
Skip Baliles, Mayor and Ex-officio Member

Directors Not Present

Mike Lee
Braxton Roberts, Jr.
Iranetta Willis

Invited Guest Present:

Other Guest:

Branden Whitfield, Chair,
City Council Economic
Development Committee
Kristy Peters, Special Events, City
of Loganville

1. Call to Order

Chairman Dana Russell called the meeting to order at 6:32 pm and declared there to be a quorum.

2. Approval of Agenda

Director Jamie Towler made a motion to approve the agenda, Director Tara Argo seconded the motion. The motion passed with all members voting in favor.

3. Approval of Minutes

Chairman Russell presented the minutes of the August 19 regular meeting prepared by Brax Roberts and asked for comments or revisions. He pointed out that the heading needed to be changed as the meeting was a regular meeting, not a called meeting. Mr. Dempsey also pointed out that Mr. Towler's first name needed to be corrected to "Jamey" rather than "Jamie" wherever it appears throughout the document. Mr. Dempsey made a motion to adopt the minutes with those changes. Ms. Argo seconded the motion which passed with a unanimous vote.

4. Treasurer's Report

Ms. Argo presented a treasurer's report for August 2024 reflecting an opening balance of \$36,715.52 and no cleared expenses for the month, leaving an ending balance of \$36,715.52. The report noted that the account had outstanding liabilities of \$11,600.35, leaving the account with an available balance of \$25,115.17 after outstanding checks clear the account.

Mr. Towler moved to accept the report. Mr. Dempsey seconded the motion which passed with a unanimous vote.

5. Old Business

a. Business cards and name badges

Mr. Dempsey presented mockups for business cards and name badges. After some discussion regarding the function and purpose of the domain name and what domain name should be used, Mr. Towler moved to approve the design as presented. Ms. Argo seconded and the motion was carried unanimously.

b. Domain name

Mr. Dempsey presented the idea of securing the domain name LoganvilleDDA.com to redirect users to the Authority's page on the City website. Mr. Towler made a motion to authorize Mr. Russell to expend up to \$50 to secure the domain name for the Authority. Mr. Dempsey seconded the motion which passed with a unanimous vote.

c. Strategic planning

Mr. Russell presented proposed goals, objectives, tasks and work plan to the board based on the mission and vision adopted by the board and the goals and objectives adopted by the Loganville Downtown Development Authority. After discussion, the board reached consensus that Mr. Russell

should make certain agreed upon revisions to the documents and redistribute the revised documents to board members to be taken up at the next regular meeting.

6. Adjourn

A motion was made to adjourn by Director Jamey Towler. All members voted unanimously and the meeting was adjourned at 7:46.

Dana Russell, Chairman

Brax Roberts, Secretary

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