

Activity Report

From: Downtown Development Authority (DDA) of City of Stone Mountain

Date: 09/06/2024

Re: Monthly Report for August 2024

The DDA held two meetings for the month of August 2024. There was a Special Called meeting on August 12th and a Regular Meeting on August 26th, both held at 6:30 pm at Stone Mountain City Hall.

DDA SPECIAL CALLED MEETING / AUGUST 12, 2024

The agenda for that meeting included the following items:

- **Discussion and approval of the 2024 DDA / MSSM Agreement:** Tunes by the Tracks. The DDA Treasurer, Denise Phillips, provided the Board Members with a copy of the Main Street Stone Mountain Inc. (MSSM) Profit & Loss report for 2023. The Board unanimously approved the agreement with the supporting report.
- The DDA also held an executive session, after which they decided to amend the agenda to include one more item – the appointment of a DDA Legal Counsel. Denise Phillips made a motion to appoint Williams Teusink LLC, as the official Stone Mountain DDA Legal Representative. The Board unanimously approved it.

DDA REGULAR MEETING / AUGUST 26, 2024

The agenda for that meeting included the following items:

- **DDA Chairperson / Words of Privilege:** The Chairperson discussed the mission and purpose of the DDA; advantages of the City of Stone Mountain (such as the excellent location, historic buildings). He also requested Council's support in future projects, such as considering an amphitheater for concerts and unique events; and addressing the empty storefronts on Main Street.
- **Reports:** The DDA Members were presented with the AARF Reports for FY2021, FY2022 and FY2023; and the DCA Monthly Report for July 2024.
- **Discussion Item: Rescheduling the DDA Regular Meeting / September 2024:** The September 23rd DDA regular meeting will be rescheduled for Thursday, September 12.
- **Mural Project:** There was a brief discussion about the small alley on Main Street as a potential location for a mural.
- **Proposed Downtown Development Area Boundary Modification:** The DDA did not propose any changes to the size and scope of their current map.
- **Landscaping Project / Additional mulch bed cleanup:** the Board approved proposal #6562, for cleaning the tree areas on Main Street, before installing the mulch.

SUPPORT A THRIVING BUSINESS ENVIRONMENT

- **Social Media Presence:** the DDA promoted on their social media page a link/survey for people to sign up to participate in a project advisory group. The City, in collaboration with POND, created the study and invited Stone Mountain residents, business owners and community leaders to sign up to participate in a project advisory group that will provide feedback on future projects (such as connecting the parks through trails; development projects on Main Street and other public areas).
- **Social Media Presence:** the DDA highlighted the Sweet Potato Café, located at 5377 Manor Drive in Stone Mountain, and the business owner Karen Patton who received \$50,000 grant as part of American Express and the National Trust for Historic Preservation’s “Backing Historic Small Restaurants” program.
- **Façade Grant:** The DDA Director keeps promoting the grant to local businesses. The businesses that were approved for a grant for 2024 were: Thirsty Mona Liza; The Frozen Yogurt place, and the Stone Mountain Craft Distillery. Other businesses that are interested in applying for the grant are: Cherokee Rose, 5380 Studios and the property owner at 977 Main Street.