

Activity Report

From: Downtown Development Authority (DDA) of City of Stone Mountain
Re: Monthly Report for January to March 2025

DDA Special Called Meeting / January 15, 2025:

At the beginning of this meeting, the Honorable Mayor Pro Tem, Ryan Smith, administered Oaths of Office for the following Members:

- Thom Deloach, Reappointed DDA Vice Chair (Term limit: 3/11/2024 to 3/11/2028).
- Michelle Dunbar, Reappointed DDA Member (Term Limit: 3/11/2024 to 3/11/2028).
- Robert Witherspoon, New DDA Member (Term Limit: 12/9/2024 to 5/3/2026).
- Sarah Rasmussen, New DDA Member (Term Limit: 12/9/2024 to 5/3/2026).

The agenda also included the approval of the 2025 IGA between the City of Stone Mountain and the DDA, and approval of the mTAP Project Agreement for the Downtown Revitalization Strategy.

There were also discussions about the Enhancement Grant Program, and the proposed agreement between Bundos Entertainment (BEC) and the DDA for the upcoming Mardi Gras event. (After their Executive Session, the DDA conditionally approved funding for the proposed Mardi Gras event, in the amount of 25% of the total verified expenses and up to \$5,000.00; the conditional part was for the DDA Attorney to update the proposed agreement between the DDA and BEC (and later the two stakeholders to review/sign the final agreement).

DDA Regular Meeting / January 27, 2025:

During this meeting the DDA approved an Agreement Between the DDA of City of Stone Mountain and Charity Hamidullah, for the installation of a mural at 901 Main Street.

The Board also held several discussions about:

- DDA's Enhancement Grant Program
- Caboose renovation project
- DDA Special Events Sponsorship Program
- DDA Social media pages and overall communication with local businesses
- Date for the DDA's Strategic Planning Session

DDA Regular Meeting / February 24, 2025:

During this meeting the DDA Director read an official letter from the Department of Community Affairs (DCA). The letter confirmed that Main Street Stone Mountain is in full compliance and up to date with all program requirements.

The Board held a discussion about Sweet Potato Cafe (5377 Manor Dr) Façade Grant project; the Thirsty Mona Lisa (979 Main Street) request for an Enhancement Grant; and a Criterium event in September/October 2025.

The DDA also approved Mr. Victor Economy's request for an Enhancement Grant, for the amount of \$10,000.00. The project includes painting of the entire Stone Mountain Plaza and reseal/painting of the asphalt parking lot.

The meeting ended with the DDA Treasurer's motion to nominate Carl Wright as a DDA Chairperson, seconded by Anita Bass. Unanimously approved. (The nominations of the other DDA Officers were postponed until the next meeting).

DDA Regular Meeting / March 24, 2025:

The DDA Chairperson delivered words of privilege regarding the recent roundtable discussion hosted by the DDA and the City. The roundtable discussion was attended by over 70 local business leaders, making it a highly successful networking event. During the session, business owners were introduced to various resources that could assist in the growth and development of their businesses. The event also allowed attendees to connect with DDA representatives, City Officials, and fellow business owners.

Some of the DDA discussions were about the Criterium event; Swag/promotional materials; Sweet Potato Café and Thirsty Mona Lisa grant applications.

The DDA approved the following items:

- Enhancement Grant / Updated grant requirements to allow property owners/landlords to be eligible to apply for a grant).
- Majestic Rentals Enhancement Grant, for the amount of \$10,000.00. The project includes door/window replacement and pressure wash/painting of 1008/1010 and 1012/1014 Main Street.

The DDA denied AARF's request for a grant for the replacement of an HVAC unit, since the project is ineligible for reimbursement under the current Enhancement grant requirements.

The meeting ended with the DDA's nomination and unanimous approval of Robert Witherspoon as the new DDA Vicechair Person; Denise Phillips, as the DDA's Treasurer; and Maggie Dimov as the DDA's Secretary.