# TYRONE DOWNTOWN DEVELOPMENT AUTHORITY-SPECIAL CALLED MEETING

# MINUTES

## February 18, 2026 at 9:00 AM

**Nathan Reese,** Vice-Chair

**Tracy Young,** Board Member
**Luci McDuffie,** Treasurer
**Ernie Johnson,** Board Member
**John Kaufman,** Board Member
**Jeni Mount,** Board Member
**Adam She**, Board Member

**Brandon Perkins,** Town Manager
**Phillip Trocquet**, Asst. Town Manager
**Ciara Willis**, Secretary
**E. Allison Ivey Cox,** Town Attorney

Absent:
Adam She, Board Member
John Kaufman, Board Member
Luci McDuffie, Treasurer

Also Present:
Lynda Owens, Recreation Manager
Kristie McClenny, Recreation Assistant

## I. CALL TO ORDER

Vice-Chairman Reese called the meeting to order at 9:18 a.m.

Attorney Cox administered the Oath of Office to Board Member Young.

## II. INVOCATION

## III. PLEDGE OF ALLEGIANCE

## IV. PUBLIC COMMENTS: *The first public comment period is reserved for non-agenda items. Comments are limited to three (3) minutes. Please state your name & address. Comments that require a response may not be answered during this time. The DDA or staff may respond at a later date.*

## V. APPROVAL OF AGENDA

A motion was made to approve the agenda.

Motion made by Board Member Johnson, Seconded by Board Member Mount.
Voting Yea: Vice-Chair Reese, Board Member Mount, Board Member Johnson, Board Member Young.

## VI. APPROVAL OF MINUTES

1. Approval of the November 17, 2025, Special Called meeting minutes.

A motion was made to approve the November 17, 2025, Special Called meeting minutes.

Motion made by Board Member Mount, Seconded by Board Member Johnson.
Voting Yea: Vice-Chair Reese, Board Member Mount, Board Member Johnson, Board Member Young.

## VII. PRESENTATIONS

## VIII. OLD BUSINESS

2. Review of the DDA's current Financial Position.

Mr. Trocquet stated that as the DDA entered its fourth year, it was an appropriate time to review its activities and future opportunities. He highlighted that the DDA's current financial position was approximately $151,000, excluding the Town's pending $30,000 contribution.

He provided an overview of revenues and expenses by line item and stated that roughly $13,000 was budgeted for events, which remained the primary expenditure. Board Member Young inquired about a money market account for the DDA's funds. Mr. Trocquet confirmed he would explore a suitable money market account or investment strategy.

Board Member Young then asked whether First Friday events represented the DDA's largest expense, which Mr. Trocquet affirmed.

Mr.Trocquet stated that a more detailed discussion of the DDA's financial outlook would take place during the May meeting.

3. Downtown Events & Engagement Strategy.

Mr. Trocquet reported that the Town's previous downtown event strategy centered on the "First Fridays" concert series. The series took place in Shamrock Park every month from May to September for a total of five events. He noted that these events had historically been successful and well attended.

He also outlined several considerations moving into 2026, including updates to the alcohol policy, pavilion construction, and Shamrock Park II plans. He emphasized that each event involving alcohol would require Council's approval.

He then requested direction from the Board regarding a strategy for staff to prepare potential contracts and agreements.

Board Member Young asked about the economic impact of the "First Fridays" events. Mr. Trocquet stated that the Town had not previously tracked sales data for downtown businesses during these events. Board Member Young stressed the importance of measuring economic impact to support increased downtown activity.

Mr. Trocquet requested additional input on potential events at the next meeting.

## IX. NEW BUSINESS

4. Downtown Development Strategy.

   Mr. Trocquet shared that the Town had put forth many plans, studies, and capital projects for the Downtown area. He outlined key initiatives which included Shamrock Pavilion, Shamrock Park Phase II & III, Senoia Road Enhancements & TIP Solicitation, and LCI. He noted that these efforts would inform the development of a comprehensive strategic plan to guide the DDA's future.

5. DDA Strategic Plan & Mission Discussion.

   The DDA's current mission statement: *The mission of the Downtown Development Authority of Tyrone is revitalization and redevelopment of the Town Center District by promoting and stimulating economic development leading to a sustainable and vibrant downtown.*

   Mr. Trocquet noted that while the DDA had an established logo and brand guide, the Board did not yet have a formal strategic plan or vision. Recent efforts had primarily focused on redeveloping the 935 Senoia Road property, the former fire station, into a dedicated project. He referenced the City of Fayetteville's strategic plan as a model for consideration.

   Board Member Young inquired about the downtown corridor map on the website. Mr. Trocquet explained that the Town's boundaries must align with fixed elements such as roads and land parcels, which resulted in a broader mapped area.

   The Board and staff then exchanged preliminary ideas for creating a strategic plan to steer the DDA's future work.

## X. PUBLIC COMMENTS

## XI. STAFF COMMENTS

## XII. BOARD COMMENTS

6. March/April Workshop Meeting Discussion.

   Board Member Johnson asked if the Board could meet in smaller groups to discuss important topics in depth. Mr. Trocquet stated that a group of non-quorum members could meet with staff.

## XIII. EXECUTIVE SESSION

## XIV. ADJOURNMENT

A motion was made to adjourn.

Motion made by Board Member Young.

Voting Yea: Vice-Chair Reese, Board Member Mount, Board Member Johnson, Board Member Young.

The meeting adjourned at 10:37 a.m.

By: ______________________________ Attest: ______________________________

Nathan Reese, Vice-Chair                    Ciara Willis, Secretary