

Sugar Hill Downtown Development Authority – Called Meeting  
Special Called Meeting Minutes November 9, 2020 | 6:30 PM  
Online via WebEx

Members Present: Allen Jorgenson, Jack Wolfe (Treasurer), Nigel Gray (Secretary), Marc Orcutt (Chairman), Mason Roszel (Vice Chair), Councilman Brandon Hembree, Rebecca Buckingham  
Staff Present: Paul Radford (City Manager), Troy Besseche (Asst. City Manager), Mercy Montgomery (Dir. Economic Development), Nadia Merritt (Downtown Coordinator), Tim Schick (Facilities Dir.), Ned Jaserevic (IT Director)  
Guests: A few members of the public were present including Kathryn Baskins and Amber Chambers as well as Councilmembers Anderson and Cohen

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I. CALL TO ORDER – 6:31 PM

II. APPROVAL OF AGENDA – Brandon Hembree motioned to approve the agenda, seconded by Jack Wolfe. Approved as presented, 6-0 (Unanimous)

III. APPROVAL OF PREVIOUS MEETING MINUTES

a) No minutes to be considered for approval

IV. PUBLIC COMMENTS

- a) Amber Chambers, calling in, shared challenges connecting online but was able to reconnect via the WebEx software.
- b) Mr. Gray asked about the necessity of legal counsel. It was clarified that there was no necessity for presence given that no motions beyond meeting management were anticipated.

V. MAIN STREET GEORGIA 2021 WORK PLAN

- a) Ms. Montgomery shared the goal of feedback and conversation around the Main St. plan.
- b) Ms. Merritt provided an overview of the Main St. America/Main St. GA program and the DDA’s role as Main St. board as well as the Main St Approach focused on Economic Vitality, Design, Promotion, and Organization
- c) Ms. Montgomery provided an overview of remaining steps in the annual recertification process and structure of the Main St. work plan
- d) Ms. Merritt and Ms. Montgomery provided an overview of the preliminary Main St Plan focused on the following Transformation Strategies identified by Main Street Georgia as best practices for strong downtowns and downtown transformation:
  - 1. Placemaking
    - a) History: The work of The Sugar Hill Historic Preservation Society was noted as a strength and a partner to continue to engage with for historic markers, the museum, and other projects. History is a compliment to everything we do (arts, cemetery, Veteran’s Memorial, etc)
    - b) Inventory of opportunities: “ready to go” projects with high impact, such as downtown ambassadors
    - c) SHINE District: Sugar Hill’s Intersection of Neighborhoods and Entertainment
    - d) Pop Up Shops: trial run in downtown market
    - e) Community building elements (EX: Little Free Library, little free music library)
  - 2. Business Activation and Engagement
    - a) Scholarships to partner programs: offerings from UGA SBDC, etc
    - b) Expand and adapt business hours to compliment programming: especially with events
    - c) Downtown rewards programs: currently piloting program in December
    - d) Business start up guide: Douglasville had a great framework to work from
    - e) Downtown signage: cohesive and welcoming signage

3. Arts and Entertainment
  - a) Downtown Arts and The Arts Commission: engaging partnership in arts planning/programming
  - b) Busking Program: opening up live performances in our downtown
  - c) Leverage and advertise assets: highlighting variety of arts experiences
  - d) Community calendar: making sure everyone know what's going on downtown
  - e) Filming: encouraging and structuring filming opportunities
- e) There was some discussion on financial investment of the program. Ms. Montgomery shared that there is a nominal annual professional membership fee with Main Street America, providing access to training resources, professional knowledge, and expertise. She also provided an overview of the value of the professional network of resources and experts and how this knowledge is brought to bear in our community. Mr. Radford shared context of the Main St program's longevity and strong history of supporting and growing downtowns. All proposed work in the plan does not require any new allocation. Certification is formalization of existing approaches
- f) Ms. Montgomery shared some additional ideas (short term and big picture) from the public input session, such as a music festival and farmers market.

#### VI. PUBLIC COMMENTS

- a) Amber Chambers shared that from her observations, different businesses have different experiences in downtown and this plan focuses on attracting people to downtown to support all downtown businesses.

#### VII. ADJOURNMENT Meeting adjourned at

- a. **Adjournment:** Meeting adjourned at 7:31 PM