

**St. Marys Downtown Development Authority (DDA)**  
**BOARD OF DIRECTORS**  
Meeting Minutes for October 3, 2011

The regular meeting of the St. Marys DDA was called to order by Lomis at 9:00 AM.

**Members Present:** Cheri Richter, John Morrissey, Jim Lomis, Terry Landreth, and Craig Root

**Members not Present:** Charlie Smith

**Guest in attendance:** Steve Crowell; St. Marys City Manager, Mary Neff, June Fischer; Economic Development Committee Chair, Barbara Ryan, Angela Wigger; St. Marys Convention and Visitors Bureau (CVB), David Keating; Camden County Joint Development Authority (JDA) and Christine Daniel; Camden County Chamber of Commerce

**Staff:** Artie Jones, III; Director, Renée Coakley; Executive Assistant

**Minutes:** The board reviewed the September 12, 2011 meeting minutes. Minutes were approved with a motion by Richter and a second by Morrissey. All were in favor of the motion.

**Treasurers Report:** Lomis presented the city financial report and the DDA statements and noted there were no major expenditures. The financials were approved with a motion by Richter and second by Landreth. All were in favor.

**Additions to the Agenda:** Renée added Certificate of Deposit and DDA Board appointment to the agenda. Ryan added miscellaneous other business and the amended agenda was adopted with a motion by Richter and second by Landreth. All were in favor.

Root entered the meeting.

**BUSINESS DISCUSSION:**

**Promotions Committee: Spirit of 1812:** Richter spoke to the board about the possibility of the DDA sponsoring this committee for future events and to also deposit monies raised into the DDA checking account as a line item earmarked for Spirit of 1812 events. Root motioned that the money currently held by the Arts Camden group earmarked for the Spirit of 1812 be deposited into the DDA account with a second by Landreth. All were in favor. Richter mentioned that she is working on getting an underwriter for the upcoming Jazz in the Park event. Root made a motion to underwrite the event for \$450 and asked Richter's committee to raise \$250 from sponsors. The motion was second by Landreth. All were in favor. Lomis mentioned that Richter should have costumed folk from the 1812 reenactments at the Jazz in the Park event handing out flyers to promote future events. Richter displayed the quilt that was created to be raffled to raise money for the event and mentioned that she raised \$250 at the Rock Shrimp festival in ticket sales. She will be attending other meetings and venues to sell tickets.

**Marketing Plan:** Richter presented her proposed marketing plan to the board again and talked about needed signage on the Intercoastal waterway, local airports, etc. Angela mentioned that a

billboard will be installed on exit 26 in Georgia at the end of October. The billboard will be funded by the tourism department. **Bug Slayer:** Cheri mentioned that this company has gone out of business. **Hay Days:** Renée reminded everyone about the Build A Scarecrow event on October 8<sup>th</sup> and the Scarecrow Stoll on October 11<sup>th</sup>.

**Economic Development Committee:** June mentioned that the seminar was another success. There were approximately 35 people in attendance. This is the third time that the committee has used the roundtable format and plans to change the format for the next seminar possibly in January which will cover social networking services.

**Design Committee: Façade Grant:** AJ presented the brochure for the project. The grant will be up to \$1500 per quarter for one business. The board recommended adding the timeline for application submission to the back of the brochure. Applications will be accepted during the first month of each quarter, evaluated and ranked during the second month and awarded at the DDA board meeting during the third month of the quarter. The Design Committee will make the recommendations to the board for awardees. **Chair Recruitment:** AJ mentioned that he is working on recruiting a Design Committee chairperson that will be instrumental in the Façade program and the Wayfinding program. AJ asked the board to submit recommendations for a chairperson.

**Film Alliance:** Ryan reported that St. Marys is currently competing against Savannah for Hugh Jackman's Wolverine film. Details will come later on the outcome. The Coastal Georgia Film Alliance will be placing a full page ad in the state source book for film producers searching for locations.

**Tourism:** Wigger mentioned the upcoming Sand Gnat BBQ on October 15<sup>th</sup> which is a CVB fundraiser event. She mentioned the following events that will round out 2011, Haunted History Tour, Wounded Warriors event, Tour of Homes, Christmas in the Park and the Christmas Open House.

**St. Marys Intracoastal Gateway (SMIG):** Morrissey reported that the council will vote at the October 3<sup>rd</sup> meeting on the \$200,000 grant for the wall and pathways construction at the property. Council asked city staff to come up with amounts for the demolition of the building at the site and removal of the swimming pool to determine if this could make the property saleable or improve it for temporary use. Cost will determine if this would move forward. The SMIG committee voted to put on hold negotiations with Green Line Architecture until further notice.

**Economic Summit:** Lomis presented the agenda for the summit on October 6<sup>th</sup> and asked the board if there were any specifics that they would like discussed at the meeting. Also noted that the board members were invited to the meeting. Morrissey recommended adding:

1. Continue economic development efforts after the Summit
2. Ensure that formative goals are established
3. Provide a template for shared data amongst ED organizations
4. Define the various attributes which make St. Marys a destination of choice.

**Miscellaneous Items:** Ryan invited everyone to the free lunch at Picnic by the Tracks on Saturday, October 8<sup>th</sup> from 11-2 pm. Ryan also mentioned that one of the candidates running for the upcoming local election has included in their platform their views on combining the CVB and the DDA. Ryan reminded the board that this is illegal.

**Certificate of Deposit (CD):** Renée presented the current CD rates for all of the local banks for 6 and 12 months. The board agreed to leave the CD at Citizens State bank who continued to have the highest rate for 12 months. The motion was made by Root with a second by Morrissey. All were in favor.

**DDA Board Member Replacement:** AJ mentioned to the board that Gary Straight owner of S & S Pools has made application to sit on the DDA board and the request will be reviewed at the October 3<sup>rd</sup> City Council Meeting.

### **DIRECTORS REPORT:**

**Donation for Economic Summit:** AJ mentioned that a donation request was made to defray the cost for the facilitators of the Summit. The total cost of the invoice is \$3000. Half of that amount was being shared between the Camden Chamber of Commerce, the JDA, and the Camden Partnership leaving a balance of \$1500. The request was for the three cities to pay \$500 each. Landreth made a motion to support the effort with the \$500 payment and motion was second by Richter. Morrissey abstained because he is also a member of the Government Affairs Committee.

**Economic Development Tools:** AJ presented the board a comprehensive listing of available tools to businesses locating in the area. These resources are also listed on the DDA website.

**Businesses and Updates:** AJ mentioned that the owners of the Kings Bay Village Shopping center will be at the October 3<sup>rd</sup> City Council meeting to discuss positive upcoming changes that the shopping center will be experiencing. AJ will invite the Lustenaders, current owners of the former TK Custom Stone property to an upcoming meeting to discuss their new businesses. Renée mentioned the new businesses now open in the Downtown area: ORCA, Sharkbite Bar & Grill, and The Blue Goose Wine & Coffee Shop.

**Adjourn** – Meeting adjourned at 11:00 am with a motion by Richter and second by Landreth.

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Charlie Smith, Secretary  
Prepared by Renée Coakley, Executive Assistant