



ROME DOWNTOWN DEVELOPMENT AUTHORITY

April 13, 2023

Carnegie

607 Broad Street

MEETING MINUTES

Brock called the meeting to order at 8:35am and welcomed members, city staff and guests. Members present: Tayesha Lytle, Kelli Duncan, Elaine Abercrombie, Harry Brock and Randy Quick. City staff present: Aundi Lesley, Megan Otwell, Jennifer Bailey, Doug Walker and Kelley Parker. Guests present: David Crowder, Kevin Dillmon, Frank Beacham, RIFF, Rome Symphony Orchestra, Shakespeare Festival, DeSoto Theatre, Rome Little Theatre.

ACTION

Swear-In D.J. Rickman – City Attorney, Frank Beacham, swore in D.J. Rickman as the newest member of the DDA Board.

Approve February 2023 and March 2023 Minutes – Members reviewed February minutes. Duncan made a motion to approve, Abercrombie seconded. All were in favor. Members then reviewed March minutes. Duncan made a motion to approve, Abercrombie seconded. All were in favor.

Approve BID Financials – Design account sits at \$56,696. Promotions account sits at \$51,757. Abercrombie made a motion to approve, Lytle seconded. All were in favor.

Temporary Public Art: Floral Installation – Bailey presented the board with the proposed floral art installation that is recommended for Opera Alley. Duncan asked if the art pieces will be hung in conjunction with the existing lights. Per Bailey, yes. Lytle asked if discussions needed to be had with the building owners. Per Lesley, we'll be utilizing the existing hooks so it may not be necessary but a courtesy call will be given to the owners. Brock suggested doing the installation in Rotary Plaza. Duncan suggested not including the flowers that are tropical as they do not represent local plant life. Abercrombie made a motion to move forward with the project. Duncan seconded. All were in favor.

DISCUSSION

2023 Impact Grant Review – Otwell gave an overview of the impact grants that were awarded for 2023. The present recipients – Rome International Film Festival, Rome Symphony Orchestra, Rome Little Theatre, Shakespeare Festival, and DeSoto Theatre – and DDA board members then took a photo for the press release.

Parking Updates – Harris gave a brief update on the parking study. 1,039 tickets for the 3hour limit were issued and voided. Lesley reminded members that the study is in place to track consumer spending. All businesses that turned in sales numbers show that their sales are up. Harris stated that no changes would be discussed until all data had been collected. Dillmon suggested making the decks free in order to encourage employees and business owners to utilize them more. Brock asked what the data collected so far showed. Per Lesley, data currently shows that spending is trending upward but the average dwelling time downtown had not moved. Board members agreed that there should be a campaign to educate the public on why parking is important.

Georgia Economic Placemaking Update – Lesley, Watters, Lytle, Parker and Brock went to Columbus, GA for the Georgia Economic Placemaking program. The area that was proposed to be worked on is Rotary Plaza. The idea is to make a space for the community to gather and enjoy. Ideas for upgrading the space include lighting, shade sails, landscaping, and seating with umbrellas. Lesley suggested doing a group observation at the current space to view current activity and usage.

Committee Update – N/A

Staff Reports –

- Bailey updated members on sales from the photo booth. As of April 13, 2023, commission raised was at \$2,811.20. Per the photo booth company, the Rome location is the number one performing booth in the state.

Other/Adjourn – Brock called to adjourn at 9:51am.

Respectfully Submitted,
Jennifer Bailey-Bowers