



ROME DOWNTOWN DEVELOPMENT AUTHORITY

November 13, 2014
City Hall Caucus Room
601 Broad Street

MINUTES

Chairman McDowell declared a quorum and welcomed members to the meeting at 8:17am. Members present: Ann Pullen, Evie McNiece, Barbara Ware, Steve White, Alice Herring, Steven McDowell, and Jay Shell. Staff: Ann Arnold, Amanda Carter and Becky Smyth. Media present: Doug Walker, Rome News Tribune, David Crowder, WRGA. October Minutes were approved by Pullen, second by Ware.

ACTION

Tourism Product Development Grant Contract - As recently announced, a grant in the amount of \$20,000 was approved for a concession area and catering kitchen at the DeSoto Theatre. The total project cost is \$44,000, which included a \$2,500 grant from the Design Committee, \$13,050 cash from the Theatre, and in-kind services. All funds will be put in one account and managed by the city finance department as outlined in the contract. Out of twenty applications received, only two were funded. White motioned to accept the contract, second by McNiece. Motion unanimously approved.

Resolutions to Accept Loans - Harvest Moon Café, Dark Side of the Moon Bar, 236 Broad Street and The Hampton at 844 Turner McCall Blvd have been approved and resolutions are needed to accept. White noted that he works for the bank that funded the Hampton project, but had no participation in the process. Arnold stated there would be no conflict of interest and thanked White for stating his association. Pullen motioned to approve resolutions to accept both loans, second by Herring.

Approval to Submit Loans - Arnold requested approval to submit two new loans: 1) BNR Investments, Nick Rogers at 206 Broad Street. Rogers plans to renovate the upstairs as his family's private residents. The total project cost is \$556,000 with a DCA loan of \$222,400. 2) Dee Brewer, Purple Mountain Natural Foods at 137 E First Street. The total of the project is \$400,000 with a loan amount of \$160,000. McNiece motioned to approve the submittal of the two loan applications, second by Ware. Motion unanimously approved.

COMMITTEE REPORTS

Outreach - Ware stated the committee has recently made new business visits. The November coffee break will be hosted by Johnny's/RED. Award application nominations are now due and will be awarded at the December coffee break. There was a great turnout at the October Halloween coffee break hosted by DDA.

Design - The next meeting has been rescheduled on Tuesday, December 16. The committee continues to discuss lighting and holiday decorations. They have selected the recipient of the Golden Nail Award for this year. They are moving forward on the painting of rear staircases in the 200/300 blocks.

Promotion - The October Zombie event was a success. McNiece suggested encouraging more restaurants to have food outside at the block parties. Shell thanks the staff for blocking off spaces for the Oct 28 downtown bike night and stated his business had about 15 bikes parked in front and about 35 at Curlee's. Members agreed that the Exchange Club volunteers made the trick or treat event much safer for participants.

Parking - The committee will meet next Tuesday and discuss safety concerns and speed limit enforcement.

Business Development - White recapped that the committee hosted two great meetings: 1) 5th Ave Visioning Session 2) Bankers/Realtors meeting.

DEPARTMENTAL REPORTS

Parking - The Third Ave deck will be staffed for the wrestling event on Thursday and Saturday. New signage has been installed at the Annex Lot to promote public parking. The committee will soon do a parking promotion mail-out educating businesses on off-street parking options and the value of each space. The proposed striping plan of the 100 block was approved at the Public Works/Traffic meeting. Next month, paint will go on street.

Director's Reports - There has been a net gain of 13 jobs for the year. The Wyoming group will be staying overnight in Rome when they make their visit prior to the National Main Street Conference in Atlanta next year. Volunteers will be needed for this event. The next BID Commission meeting is December 2nd.

McDowell adjourned the meeting at 8:49 and stated the Bike Ped Plan meeting will immediately follow in the Commission Chambers.

Respectfully Submitted,

Amanda Carter, Recording Secretary