



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, May 13, 2025
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or amended
- III. Welcome Christine Osborn – DDA/PBC Program Coordinator
- IV. Approval of April 8, 2025, minutes
- V. Financial Update
- VI. Directors Update
 - a. PBC
 - b. Hikeawassee
- VII. New Business
 - a. Scott Benton - Resignation
 - b. DDA Board members – Upcoming vacancy – nomination committee
 - c. Reimbursement – Denise McKay \$541.06
- VIII. Old Business
 - a. Music in The Park – Saturday's
 - i. Sign up
 - b. Sponsorship updates
 - c. PBC – Update – Babette
 - i. Schedule -revisit calendar
 - ii. Grant financial update
 - iii. Committees
 1. VIP Reception and Open House
 - a. Unveiling – donor wall
 - b. Reception budget
 - d. Night Market Update
 - i. Coordinator update – Caitlin
 - e. Fund-Raising Update
 - i. Event update
 1. Committee
 2. VIP & Tables
 - f. Fireflies
- IX. Executive Session
- X. Adjourn

Approved 6/10/25



**Hiwassee Downtown Development Authority
Meeting Minutes
Tuesday, May 13, 2025**

Present: Tyler Osborn, Peggy Gardner, Paul Smith, Amy Barette, Babette Dunn

Staff: Denise McKay, Christine Osborn

Guest: Caitlin Ayers, William Ayers, Stacy Green, Shawn from Crane Creek, Jim from Movers & Shakers

Meeting was called to order by Co-Chairperson Tyler Osbor at 8:32AM

A motion was made to amend the agenda and include under new business item B: the resignation of Paul Smith by Peggy Gardner, seconded by Babette Dunn, Motion Carried

A motion was made to adopt the agenda as amended by Peggy Gardner, Seconded by Babette Dunn. Motion Carried

Denise McKay welcomed Christine Osborn, DDA/PBC Program Coordinator

A motion was made to approve the April 8, 2025 minutes as presented by Peggy Garnder, seconded by Paul Smith, motion carried.

Denise McKay reported on DDA finances – available balance general fund \$34,741.90 with \$4,818.55 restricted for beautification and \$29,925.35 unrestricted. Board members requested to have loan principal and interest payments listed out separately in financial report.

Directors Update

PBC

- Introduction of Stacey Green PBC Incubator tenant (Green Creative Collective). Peggy suggested she participate in the Night Market
- The donor wall will take 4-6 weeks for installation. Paul suggested mural and schedule donor wall unveiling at a later date.
- It was suggested that a photographer be present at the June 7th event and could capture any photos needed for the donor wall. Peggy to coordinate, Kristen is pretty flexible.
- In need of music for the June 7th event. Printed invites going out in mail today 5/13/2025
- Catering quote for \$840 from Mama's Concierge (for approximately 50 people- wine not included) Motion: Amy B. Second: Babette D.

Approved 6/10/2025

- Final Walk Thru with contractor will be May 28.
- Need to create Constant Contact or Mailchimp account up and running. Peggy suggested more frequent updates to donors. Christine suggested quarterly updates.
- Alec at Mountain Graphics needs design rendering. Peggy to work with him to get sorted out.

Hikeawassee

- May 29th is the appreciation lunch.
- Peggy ordered thank you bags
- 1800 people were transported using the Hikeawassee bus and approximately \$88,000 was spent in our community collectively. These numbers do not include stats from when the bus was down and volunteers were using their personal vehicles.
- Peggy suggested forming a committee for the bus. Paul to talk with Rob & Eric at Trailful. Green Dragon was another suggestion.
- We will talk about next season at the appreciation event.

New Business

Scott Benton submitted his resignation from the DDA as he is now a council representative. A motion was made Amy Barrett, Second: Babette Dunn to accept Scott Benton's resignation. Motion carried

Paul Smith has been rehired with by the City of Hiawassee as the Chief of Police, and submitted a verbal resignation. A motion was made by Amy Barrette, second: Peggy Gardner, motion carried.

DDA Board members – Upcoming vacancies - currently have 2 vacancies and will have 3 vacancies in August. Tyler agreed to stay on until the end of the year if no one could be found to replace him.

Nominating committee for new board members: Tyler, Babette, Tamela, Denise & Peggy. Tyler to coordinate interview meetings. Babette is out May 26th – June 5th and Tyler is out Memorial Day weekend.

Potential board members were discussed: Brad Baso, Molly Siviking with Chatuge Wood Smith, Shawn (event coordinator for Crane Creek, lives in city limits), Annette Rivera with Kimsey, Kelly Benton, and Cale Crawford with Discovery Homes.

Reimbursement Denise McKay \$541.06 for the purchase of a printer and toner and check paper. Motion: Tamela C. Second: Babette D. motion carried

Old Business

Music in The Park – Saturday's

Approved 6/10/2025

Music in the park has asked for help with the events and for a DDA member to be on their checking account. Suggested to create a spreadsheet for rotating DDA member shifts to thank sponsors. Tamela is pretty available except for June 7th & 14th and Babette is available Aug 9th. Denise to email spreadsheet

Sponsorship updates

- Received \$5000 from United Community Bank for the Night Market Stage Sponsorship
- Sponsors needed for the July fund-raising event.

PBC – Update – Babette

- Babette has punch list created of outstanding tasks that need to be completed or addressed before Denise leaves.
- Cannot distribute flyers or any marketing assets until website is complete.
- Website graphics need to have stock images swapped about before site can go live.
- Distribution of the 6 page brochure will begin after Christine is updated and trained with Babette.

Night Market - Coordinator update – Caitlin

- The May 9th Night Market was cancelled due to weather. We had 17 vendors scheduled for this night market, 10 of those being food/drink vendors. We have 8 food/drink vendors scheduled for next market.
- Suggested to NOT do a May night Market next year – 5 Night Markets between June-Oct
- Night Market is working with Towns County Soccer Team for setup and take down. They might be available for DDA fundraiser or other events.
- Caitlin has created coloring sheets for kids that can be given out at the DDA booth. Caitlin to bring crayons as donation.
- It was suggested to do Theme Nights for the Night Markets. June to be Pirates, Beach and Buffett. August was suggested a Disney Back to School theme with a backback givbeaway. Suggested to get YHC sports and TC athletes & teachers involved. Oct is suggested fall theme, maybe photography session giveaway to capture fall colors.

Fund-Raising Update

Event update

- VIP & Tables - 28 sold and a little over 200 tickets sold
- Committee is meeting Wednesday at 5:30P
- Amy to put together beach basket for June Night Market Giveaway. She will work with Caitlyn to complete. Babette is contributing 2 beach towels for this basket. Include July event tickets in basket.

Grand Openings

- Denise has 3 Ribbon Cuttings Scheduled: Cabin Cross Stitch, Blue Line Nutrition and Chatuge Woodsmith.

Approved 6/10/2025

Fireflies – waiting on artist

Executive Session – no need

Adjourn – general consent Time – 9:45 AM