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# Downtown Development Authority

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"Your City for Family Living"

*City of Trenton*

Incorporated 1854

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**May 2, 2005**

**To: Commissioners – City of Trenton**

**Subject: Downtown Development Authority Monthly Status Report for April 2005**

## **General Downtown Development Authority Items**

### **Board Membership**

At a specially called Downtown Development Authority (DDA) Board meeting on April 25, 2005, Don Townsend was elected as the new Chairperson of the DDA Board. Don replaces Fred Stephens who resigned from the Board as of March 31, 2005. Fred notified the Board he was moving out of the City. Given the requirement for four City residents to be on the Board, Fred reluctantly needed to resign.

A search continues for a new Board member from the City of Trenton. After a successful search, the DDA Board will make a recommendation, for the appointment of a new Board member, to the City Commissioners, for their consideration and approval.

### **April 2005 Board Meeting Votes**

1. Accepted February meeting minutes
2. Authorized Peter Cervelli to speak to the city Commissioners and advise them that the DDA is in agreement that they would like to see Georgia Avenue remain open for future growth in the City of Trenton.
3. Accepted Sydney Lynch's resignation as temporary Chairperson of the Board
4. Elected Don Townsend as Chairperson of the DDA Board of Directors

### **Promotion Committee**

Rex Harrison is the chairperson of the Promotion Committee.

## **Spring Festival – “Family Fest”**

The Promotion Committee of the DDA has undertaken the creation of a new annual festival to be called “Family Fest”. A festival was one of the priorities that came out of the Visioning Process. The festival name is building on the City motto of “Trenton, Your City for Family Living”. The festival will always be the same weekend as Antique Alley. This year it will be May 13 and 14. It will start with a parade on the 13<sup>th</sup> and teen night that evening around the square. There will be musical entertainment, food, games, arts & crafts and other events. Weekly Tuesday evening meetings will take place up and until the actual event.

Festival planning is well underway.

- Entertainment has been booked, for the most part, for both the evening of May 13 and all day and night on May 14. Evan Stone is the entertainment coordinator.
- Food vendors have and are being signed up. Many food vendors will be local organizations.
- Informational and arts and craft booths are being booked.
- There will be a teen dance night on the square on May 13.
- The Sheriff’s department will be providing youth entertainment
- Baseball other fun events are also planned
- Liability insurance is also being pursued

Contributions have been sought from local businesses. We have asked the national businesses in Trenton for a cash contribution. CVS has provided a \$250 donation. Other local businesses are providing gifts to be auctioned at the festival.

## **Street Banners**

Seasonal and event street banners will become part of the overall promotion of Trenton. Family Fest Banners have been hung up and down Route 11.

## **Chickamauga Civil War Trail**

The trail project is well underway. The research is being done and the web site has begun to take shape. A mostly complete version of the web site is accessible <http://www.chickamaugacampaign.net> . Please visit the web site.

A grant from the Appalachian Regional Commission (ARC) for \$25,000 is being applied for. Additionally, Senator Mullis has arranged for a \$10,000 grant from the state for this effort. These funds will be used for the website, brochures and mailings. With financial participation from the sponsoring communities, of which Trenton is one, the \$10,000 state grant and the \$25,000 ARC grant, this project will have a \$50,000 budget.

The key for us is to take advantage of Trenton as being the first stop on this trail. There are up to 18 other sites in Dade County alone. Taking advantage of this opportunity will be the responsibility of the Dade County Chamber of Commerce and the DDA.

The grant requires a commitment of the participating entities to 5-years of maintenance at \$500 per year starting in the year 2006.

## **Press Coverage**

We have had excellent support from the Dade County Sentinel and The Independent for the beginning.

The press has been informed that Don Townsend is now the Chairperson of the DDA and that the Board meeting schedule has been changed to 5 PM on the 3<sup>rd</sup> Thursday of the month.

## **Design Committee**

There is a vacancy for the chairperson of the Design Committee. Don Townsend is now the Chair of the Board and has stepped down as the Design Committee chair.

## **Transportation Enhancement Grants**

The Design Committee has accepted the responsibility to apply for grants for a creek walk along Town Creek and for a streetscape project in downtown. These grants require a 20% match by the City in either cash or in-kind services. The City commissioners will need to be briefed on the possible matching fund impacts of these projects

## **1998 Design Project**

The Design Committee has reactivated the 1998 Design Project that was led by the architect Richard Rothman. The committee has worked with Mr. Rothman to have the results of the project updated. The committee plans to evaluate how much of that project is still relevant and can be used as a framework for moving ahead. Presentations to key community stakeholders are planned. A presentation, for interested commissioners, can be arranged.

## **Building Design**

An existing business will be relocating in the City. As a result of talking with the owner, the Better Hometown program will have an opportunity to show what is possible in storefront / building design in Trenton.

## **Street Banners**

The Design Committee will be responsible for street banners going forward. They have started a banner project whose theme will be "Trenton, Your City for Family Living". Designs will be sought that support that theme.

## **City Entrance Signs**

The Design Committee has undertaken a project to have entranceway signs for the City designed and erected. They would be at the four entrance points to the city. The design will be consistent with the natural beauty of the area and still meet DOT requirements. No firm end-date has been announced. However, a target of the summer is under evaluation.

## **Other Signage**

The Committee believes additional and better signage is required at the I-59 exits and elsewhere in town.

## **Economic Restructuring Committee**

Sydney Lynch is the chairperson of the Economic Restructuring Committee.

### **New Small Business in Trenton**

The Factory Connection, a full service discount-clothing store, has made a decision to come to Trenton (Ingles Shopping Center). This new business procurement was initiated by this committee and it is their first success.

### **Existing Business in Trenton**

See “Planning” below.

### **Planning**

The committee is evaluating the creation of a “New Business Package” that would be used for new potential retail business owners. The package would provide relevant information about the City and its environs that would be critical to any business owner wanting to open a retail business in Trenton. Such information as demographics, income, traffic, available retail space etc would be part of this package.

The committee is evaluating the creation of an “Existing Business Brochure and Map”.

## **Organization Committee**

Janet York is the chairperson of the Organization Committee

### **Downtown Development Authority Board Insurance**

The Board members must have both Directors’ and Officers’ Insurance and Liability insurance. We are in conversation with Flegal on acquiring the policies.

### **Comprehensive Plan**

The 10-year comprehensive plan for the City must be updated by mid next year. The DDA is involved to insure that the plan reflects a consistent view with all DDA plans and visions.

## **Downtown Development Authority Meeting Schedule**

The regular monthly meeting is the third Thursday of every month here at City Hall starting at 5 PM. The next meeting is May 19, 2005.

Peter Cervelli  
Better Hometown Manager  
City of Trenton