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# Downtown Development Authority

"Your City for Family Living"

*City of Trenton*

Incorporated 1854

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Shane Ridley

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**June 6, 2005**

**To: Commissioners – City of Trenton**

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

## **General Downtown Development Authority Items**

### **Board Membership**

On May 26, 2005, at the regular monthly Board meeting of Downtown Development Authority (DDA), the Board discussed the application of Janey Ettien to be a Board member of the DDA. Ms Ettien, if nominated, would replace for Mr. Fred Stephens. Fred Stephens 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.

The Board unanimously voted to recommend Ms. Ettien to the City Commissioners as a new DDA Board member from the City of Trenton. Ms. Ettien, if approved, would be on the Board for the remainder of Mr. Stephens's two-year term. The City Commissioners must approve the recommendation, as they make all appointments to the Board of the DDA.

### **May 2005 Board Meeting Votes**

1. Accepted the minutes for the meetings of April 21 and 25, 2005.
2. Added Peter Cervelli as the third person to sign DDA checks. It will still require two signatures on any DDA check.
3. Formed a committee to develop by-laws for the Downtown Development Authority. Janet York, Peter Cervelli, and Don Townsend would be on that committee.
4. Voted to accept all DDA job descriptions, as published in the DDA Board manual.
5. Nominated Ms. Janey Ettien to the City Commission, as a replacement Board member for Mr. Fred. Stephens.

### **Promotion Committee**

Rex Harrison is the chairperson of the Promotion Committee.

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

In response the Visioning meeting held earlier this year, the Promotion Committee successfully put on a festival known as Family Fest. The festival took place on May 13 and 14, the same weekend as Antique Alley. It all started with a parade on May 13 eve, followed by an oldies music night at the park and teen night around the square. All day, May 14<sup>th</sup>, there was musical entertainment, food, games, arts & crafts and other events at the park

The festival achieved all the objectives of the Downtown Development Authority. It brought the families of our community together, downtown, for family entertainment and it essentially broke even, financially.

The overall success of the festival was due to the many volunteers from both the City and the County, the business and individual sponsors, auction item contributors, and the businesses and individuals who subscribed to booths. See the attached unofficial list of contributors.

The festival spent and collected approximately \$5300. Rex Harrison, Promotion Chairperson, will present a final financial report at the next DDA Board meeting.

### **Street Banners**

Other seasonal and event street banners that will become part of the overall promotion of Trenton and will replace the Family Fest Banners.

### **Press Coverage**

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

The press has promoted the festival and covered other DDA activity. Thank you ads and letters will be seen in upcoming editions of the local papers.

### **Design Committee**

There continues to 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.

### **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.

### **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

### **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 come to Trenton (Ingles Shopping Center). The business is doing well. It has apparently filled a niche in the community retail mix.

### **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**

Flegal insurance, along with the underwriter, have determined that the DDA Board is covered under existing City policies.

## **Comprehensive Plan**

The 10-year comprehensive plan for the City is in the process of being updated. The DDA is attending the planning meetings along with other city officials. The DDA hopes to insure that there is nothing that will conflict with DDA potential future plans.

## **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 June 16, 2005.

Peter Cervelli  
Better Hometown Manager  
City of Trenton

## Family Fest Contributors

### Major Financial Sponsors

The Bank of Dade  
Bi-Lo  
Cabins to Castles

Citizen's Bank and Trust  
CVS  
Forshee's Chevron

Fat Daddy's Auto Sales  
Mr. Bob Hellerstedt  
Moore's Funeral Home

### Auction Item Contributors

Adventure Embroidery

Ann-Other Flowers

Bottom Dollar Discount

Brock's Restaurant

Changers Hair Salon

Charlotte's Jewelry Chest

Creative Discovery

Museum

Curves of Trenton

Dade Tire

Depot Diner

Exoticuts

Family Video

Geneva's Restaurant

Headliners

Heavenly Hair

Jeanie's Pet Grooming

Lalito's Restaurant

Larry's Restaurant

Lookout Mountain Cafe

Lookout Mountain Cleaners

Lookout Mountain Service  
Center

Marvin's

Mountain Escape Spa

Nat's Florist

Our Daily Bread Book  
Store

Raccoon Mountain Caves  
and Go-Carts

Racin' with Rex

Randy's Restaurant

Rising Fawn Hardware

Scenic View Log Cabins

Secret Garden

Strand Design

Sue' Market

Tommy Wooten's Fruit  
Stand

Treasures Unlimited

Valley Barber Shop

Violet's Hair Salon