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Rex Harrison  
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# Downtown Development Authority

Shane Ridley  
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"Your City for Family Living"

*City of Trenton*

Incorporated 1854

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**July 11, 2005**

**To: Commissioners – City of Trenton**

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

## **General Downtown Development Authority Items**

Janey Ettien appointed to DDA Board to replace Fred Stephens.

Board members will begin dialog with downtown business owners on what they want for and in downtown

Region 1 Better Hometown and Main Street Managers meeting held in Buchanan Georgia. Discussion covered the status of the various programs in northwest Georgia cities such as Rome, Tallapoosa, and Dalton. Discussion also covered how to apply for state funds through various programs. More will be done on this topic in future meetings.

## **June 2005 Board Meeting Votes**

1. The adoption of the DDA by-laws was postponed until the August meeting.
2. Board accepted the financial statement for the Family Fest. See Promotion Committee below for more information.
3. Board voted to repay \$2,833.00 to the City Hotel /Motel Tax account which was used for the festival.
4. Board appointed Rex Harrison as the co/chairperson of the DDA.

## **Promotion Committee**

Rex Harrison is the chairperson of the Promotion Committee.

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

The final festival financial report was accepted by the Board. The report included all expenses associated with the festival. The full report is available upon request. A summary is as follows:

- Expenses
  - Artists           \$3450.00
  - Marketing       \$1793.24
  - Other           \$ 738.53
  - **TOTAL**        **\$5981.77**
  
- Income
  - Grants \$1350.00
  - Gifts       \$2000.00
  - Other       \$1683.00
  - **TOTAL**     **\$5033.00**

An initial check of \$2,833.00 will be given to the city for festival expenses. As more of the festival income is received, additional monies will be returned to the city.

Additionally, a festival donor thank ad was run in the local papers and a thank you dinner was held for all volunteers and some donors.

A festival critique was done to capture areas for improvements.

The final Grassroots ARTS grant report was done and sent in so as to obtain grant funds.

Accepted Dade County Days donation for next year’s festival.

### **Summer Concert Series**

A summer concert series for the park is being planned. See City Hall bulletin board for details.

### **Street Banners**

See Design Committee report.

### **Press Coverage**

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

Thank you ads and letters were published in editions of the local papers.

Janey Ettien appointment press release sent to local papers.

## **Design Committee**

Shane Ridley is the new chairperson of the Design Committee.

### **Street Banners**

The Design Committee is responsible for street banners. They have started a banner project whose theme will be “Trenton, Your City for Family Living”. An ad was run in the local papers seeking local businesses that want to bid. At least one business has shown interest.

### **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. A northwest Georgia business has shown interest in preparing a bid.

### **Christmas Lights**

The DDA would like to see new Christmas lights for downtown. More discussions with the city will be sought on this subject.

### **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.

### **Other Signage**

The Committee continues to hold as an action items additional and better signage at the I-59 exits and elsewhere in town.

## **Economic Restructuring Committee**

Allan Ward is the new chairperson of the Economic Restructuring Committee.

### **Existing Business in Trenton**

See “Planning” below.

### **Planning**

The committee will provide 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.

### **Business Brochure and Map**

The committee has met about developing an “Existing Business Brochure and Map”. The Chamber of Commerce has agreed to partner on this project. The Coosa Valley RDC has been contacted to help develop and new map for Trenton and the county with location of businesses and points of interest. Ads will be sold to fund the activity.

2003 traffic data for vehicles passing through Trenton has been obtained from DOT (through the help of Coosa Valley RDC).

- Hwy 136                      17, 220 / day
- Hwy 11                        13,820 / day
- I-59
  - South of Hwy 136            29,130 / day
  - North of Hwy 136            13,590 / day

### **Business Development**

Attended meeting with Ben Brandon, Doug Anderton and State of Georgia Small Business and Tourism representatives. We obtained the opportunity and began to update the state tourism web sites and documents for 2006. This opportunity was almost lost by us because a county organization has missed the planning window. We are collaborating with a Chamber member in updating tourism information.

### **Organization Committee**

Janet York is the chairperson of the Organization Committee.

### **Downtown Definition**

The committee is reviewing the definition of “downtown” as defined for the DDA. There are several proposals to adjust the definition of downtown for DDA purposes. Most proposals want to increase the size of downtown, some more than others. The committee will take a recommendation to the DDA Board this month.

### **Local Banks Role**

The committee is arranging a July 25 meeting between the DDA, DCA representative and our local banks to discuss the role of the banks in the supporting the agenda of the DDA.

### **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. A meeting on housing planning was held in June with the county and Coosa Valley RDC.

### **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 July 21, 2005.

Peter Cervelli  
Better Hometown Manager  
City of Trenton