

CITY OF HOSCHTON  
DOWNTOWN DEVELOPMENT AUTHORITY  
TUESDAY, FEBRUARY 28, 2023  
LA QUINTA INN BRASELTON AT 9:00AM  
200 KAIVAL LANE, BRASELTON, GA 30517



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## MINUTES

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WELCOME AND CALL TO ORDER- @ 9:10 BY SRI KUMAR

INTRODUCTION — SHERRI BAILEY- GMA- Attendees introduced themselves as well as GMA staff members.

OVERVIEW OF DDA- SADIE KRAWCZYK-GMA-

WORK PLAN INTRODUCTION- SADIE KRAWCZYK-GMA

MAINSTREET 4 POINT APPROACH: SADIE KRAWCZYK-GMA

- ORGANIZATION (MISSION VISION STATEMENT/RESPONSIBILITIES AND BOARD DOCUMENTS) — Guidance, Structure, get to know each other, Discover goals for DDA, purposeful projects.
- DESIGN (GDOT TAP GRANT, ENVIRONMENT OF DOWNTOWN) Design and Feel of the Downtown, how to help small businesses scale. Sidewalks, trails, banners, parking. “Third Space” in the downtown area.
- PROMOTIONS (EVENTS, FUNDRAISING, MARKETING) Marketing Plan, Branding Ideas, Stories of the City, Consistent Message.
- ECONOMIC DEVELOPMENT (IGA, PROPERTIES, INVENTORY, FUNDING)- Revolving Loan Fund, Retail Leakage Report.

WORK PLAN DETAIL- ALL DDA MEMBERS- Family Friendly, family serving. Lighting and seating, Quarterly business events, Business Growth Pipeline.

NEXT STEPS — SADIE KRAWCZYK/SHERRI BAILEY-GMA

ADJOURN- SADIE KRAWCZYK 2:45PM