

# **Canton, Georgia**

*151 Elizabeth Street  
Canton, Georgia 30114*



## **Minutes - Final - Draft**

**Tuesday, February 7, 2017**

**5:30 PM**

**151 Main St.**

**Downtown Development Authority**

- 2. Strategic Planning: Discussion of 2017 Goals and Aspirations**
- 1. Meeting Called to Order**
- 3. Adjourn**

## **Minutes**

### **Attendees:**

**Rebecca Johnston**

**Rod Drake**

**Doug Key**

**Stan Rogers**

**Zach Kell**

**Earl Darby**

**Billy Peppers (City Manager)**

**Matthew Thomas (Staff)**

**Meeting called to order by Chairwoman Johnston**

**There were no minutes to approve. All staff was acknowledged. There were no visitors.**

**Rebecca read the current balance and board financials.**

**Matthew facilitated discussion of the planning session. Last year's 3-4 year goals were reviewed with Board input on updates and recommendations for revisions based on incoming development, new businesses, and market preference.**

**Recommendations were made that the DDA should back away from pursuing ground floor usage ordinances and should further assess the need for changes to be made to the City's alcohol ordinances.**

**A quick update was given on the City Branding and Marketing Strategy, new City website, current site assessment being conducted at the Jones Building, and the Board of Education's plans for their building downtown. The new benches and receptacles have been ordered. Developers Day planning is still ongoing with a target month of May.**

**The Board chose to add in new plans for further growth in downtown development. With five main objectives:**

- 1. Host a Summer Event for Realtors in the Area**
- 2. Market to a Younger Demographic**

- 3. Build on becoming a Dining Destination**
- 4. Encourage Development of a Hotel or Bed & Breakfast**
- 5. Find Parking Solutions**

**The Board agreed to include these objectives in its 3-4 Goals.**

**A motion and second was made to adjourn the meeting.**

**Meeting adjourned.**