



City of Ball Ground Downtown Development Authority

Regular Meeting Minutes

Thursday February 3, 2022, at 5:30 PM

- Item 1: Meeting Called to Order by Chair Little at 5:30 PM
Board members in attendance: Gloria Bartko-Thomas, Brent Richardson, Charles Jenkins, Sherri Little, Vicki Benefield and Darrell McNeal.
Staff in Attendance: Chris Luly
- Special: Chair Little introduced special guest Jordan Turner to discuss fundraising through road races in Ball Ground.
Brent Richardson asked about fees for racers. Mr. Turner responded that racers typically pay \$2030 for entry.
Chair Little asked about number of runners. Mr. Turner responded that we could expect between 100 and 500 entrants.
Darrell McNeal asked about compensation to organizers. Mr. Turner responded that he would get back to the DDA on that.
Darrell McNeal questioned what potential revenue is
Mr. Turner has not done a race since COVID. Need to pay official timer, police, rentals for restrooms, shirts and awards costs
Mr. Turner will get back to DDA on costs and revenue
Vicki Benefield noted that profit comes from sponsorships
Chair Little said this topic may not come to fruition this year
Brent Richardson pointed out Saturdays in spring and fall are ideal
Mr. Turner suggested looking for conflicting races in the near vicinity
- Item 2: Vice Chair Gloria Bartko-Thomas moved to approve meeting minutes from the regular meeting on January 6, 2022.
Charles Jenkins second.
All in favor. Minutes approved
- Item 3: New Board Member Intro; Vicki Benefield introduced herself to the DDA and briefly outlined her career and experiences

- Item 4: There were no Announcements/Informational Items/Project Updates
- Item 5: Treasurer's Report
The DDA discussed check signers
- Item 6: Business Report
Chris Luly overviewed business license data
Chair Little pointed out the necessity of having up to date, thorough info on business
Chris Luly will brainstorm how to get info on moving and closing businesses
- Item 7: Old Business
- Review of By-laws;
 - Chair Little suggested a work session to review by laws and make updates on Thursday, Feb 17th at 5:30PM
 - City Gym discussion
 - Chair Little pointed out that DDA is a recommending body to City Council and overviewed the topic for the DDA
 - DDA discussed the proposed quote
 - Chair Little noted that the DDA will need to put together a project that they can take to City Council as a request for the deeding of the City Gym to the DDA
 - T Shirt Sale for BBQ and Brews Festival
 - Darrell McNeal mentioned that Jamie Cagle with Riverstone Graphics Can make t shirts for BBQ and Brews on April 30. 2-3 weeks to get shirts made, Darrell suggests adding extra week. \$5 dollars per shirt, single color. For five hundred shirts
 - Ryan Turnage discussed how to approach businesses and get their sponsorships
 - Chair Little: Ball Ground Rocks trademark voted and approved by City Council
 - Charles Jenkins suggested adding a business map to the t shirt, but may cost more
 - Ryan Turnage suggested the shirts idea needs planning
 - Vice Chair Gloria Bartko Thomas stated that sponsors on shirts must have BG business licenses
 - Vicki Benefield presented the idea of front car tags stating Ball Ground Rocks that run for \$9 approx.
 - Sheri Little requested volunteers to work on the t shirt project
 - All DDA in favor of pursuing the project
 - Brent, Gloria and Charles volunteer to spearhead project and put the plan together
 - Vicki Benefield suggested selling at Farmers Market
 - Chair Little and Ryan Turnage to meet with Gary Lamb to figure out BBQ and Brews

- Item 8: New Business
Ball Ground Business Association
Chair little proposed that DDA attend meeting and present on Second Wednesday of each month, want them to be associate members of DDA
- Item 9: There were no Public Comments
- Item 10: Charles Jenkins made a motion to adjourn the meeting. Second by Darrell McNeal.
All in favor, meeting adjourned at 7:19 PM

Revenue Generator:

1. 10% Beer Sales at BBQ & Beer Festival; April & November

Possible Real Estate Sale:

1. City Gym (split with City)

Possible Fundraisers:

1. T-Shirts at Ball Ground Events
2. Chili Cook Off w/ sale of hotdogs, Drinks
3. 50/50 Raffle
4. Poker Hand Run
5. Beer & Wine Walk (This was a Canton success)
6. 5K

From Idea Graphics, Laura 404-697-3330

Tulex Basic T-shirt with Ball Ground Rocks Screen Print on front & businesses on back

ESTIMATE

Sizes	Cost per	Order	Total Cost
S/M/L/XL	\$ 5.95	400	\$ 2,380.00
2XL	\$ 8.95	50	\$ 447.50
3XL	\$ 9.95	50	\$ 497.50
		Total Cost	\$ 3,325.00

Business Sponsorship

Cost to each business

15 Businesses	\$ 221.67
20 Businesses	\$ 166.25
25 Businesses	\$ 133.00