



DOWNTOWN DEVELOPMENT AUTHORITY

CITY OF AUBURN, GA

Bel Outwater, Chair
Cameron Whitehead, Vice-Chair
Susan Long, Secretary
Massa Williams
Tina Nix
Mayda Brown
Jon Gomolak

Minutes

May 6, 2025

6:15

Auburn Public Library
24 5th St

Members Present: B. Outwater, C. Whitehead, S. Long, M. Williams, T. Nix, M. Brown, J. Gomolak

City Officials/Staff: S. Waters, J. Rowen, R. Rocquemore,

CALL TO ORDER

Call to Order 6:15

Cameron Whitehead asked to speak. He apologized for a statement he made at the March

Executive Session. He then resigned his position on the DDA Board effective immediately. He left the meeting. In light of Cameron's resignation, Tina Nix made a motion to add an item to the agenda to elect a new Vice Chair.

Action taken: Motion made to add an item to today's agenda. Add number 6, Vote for a new Vice Chair.

M. Brown Yes

S Long Yes

M Williams Yes (2nd Motion)

T Nix Yes (1st Motion)

J Gomolak Yes

OLD BUSINESS

1. Approval Of Minutes April 1, 2025

Action Taken: Motion to approve minutes of April 1, 2025

M. Brown Yes (2nd Motion)

S. Long Abstain

M. Williams Yes
T. Nix Yes (1st Motion)
J. Gomolak Yes

NEW BUSINESS

1. Placer AI Presentation

Presentation by William Hauk. What is it? Location tracking of everything by mobile phones. How? They partner with certain apps to use information for analyzing data. Data is updated daily and available within 4 days. They don't collect User ID. They are fully compliant with Government regulations. They never share User Level Data. Only about 10 % of mobile phones are available. It is used for Retail Analysis and Recruitment, Event Analysis, Forecast Revenue, Workforce and Business Attraction, Parks and Recreation, Transportation, Travel, Marketing, and Local Business. Can be used for grants. Information available back to 2018. It can tell the difference between a Visitor, Employee, and Resident by how long the phone is in the area. An example, It showed us that 1.8 M phones visited the commercial area of Auburn in the last 12 months. Price? 15,000 a year for unlimited usage. Staci Waters will set up a meeting with RGS to see if they are interested in receiving data and split the cost.

2. Financial Report

As of May 6, 2025 \$270,016 Rise and Grind is up to date.

3. Main Street

The Farmers Market opened today. There are many new vendors (ex. A Meat Vendor). Today

was very successful. Food Truck Friday's start this weekend. FlyBetty is our attraction. We are watching the weather to see if we need to cancel by Thursday. Next month's entertainment is Wrestling. Staci and Bel are talking to vendors about Auburn Merchandise to have available for sale. They would like for DDA members to have shirts to wear.

4. Downtown Development Update

We were presented with a timeline of construction. Questionnaires for feedback on restaurants, retail, office, and entertainment are being made available on Social Media and Website May 7th. Newsletter will include a QR code. Massa Williams asked how to contact RGS with questions about the WhistleShop Shops. Staci stated that email is the best way to communicate with them.

5. Meeting Location Revisit

It has brought to our attention that some people think we should meet at City Hall like other Councils do. Our rules do not require us to. We can choose our own location and time and

publish to the community. The Library is more convenient for all. It was also stated that when we did meet at City Hall a few times, Library Staff had to tell citizens to go to City Hall. Citizens are used to the Library.

Action taken: Motion to keep the meeting at the Auburn Public Library

M Brown Yes
S Long Yes (1st Motion)
M Williams Yes
T. Nix Yes (2nd Motion)
J. Gomolak Yes

6. Elect a new Vice Chair

Tina Nix asked Jon Gomolak if he was interested. He declined because he is on the Architectural Review Board also. Tina then asked Mayda Brown if she was interested. She said Yes she would step up and do what was needed.

Action Taken: Motion made to nominate Mayda Brown for Vice Chair

M Brown Abstain
S Long Yes
M Williams Yes
T Nix Yes (1st motion)
J Gomolak Yes (2nd motion)

ANNOUNCEMENTS

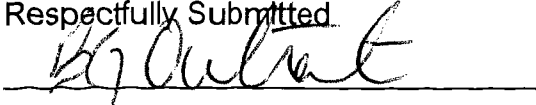
Next meeting – June 3, 2025

ADJOURN

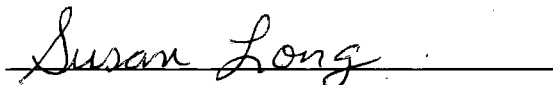
Action Taken: Motion made to adjourn.

M. Brown Yes
S. Long Yes
M. Williams Yes (2nd Motion)
T. Nix Yes (1st Motion)
J. Gomolak Yes

Respectfully Submitted



Bel Outwater
Chair



Susan Long
Secretary