

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF OXFORD

Minutes – October 27, 2020

MEMBERS: Mr. Mike Ready, Vice-Chair; Mr. Jonathan Eady, Ms. Danielle Miller, Ms. Laura McCanless, Mr. Art Vinson, and Mr. Ray Wilson. Mr. Brian Barnard was absent.

STAFF: Matthew Pepper, City Manager and DDA Secretary/Treasurer.

GUESTS: No guests were in attendance.

OPENING: At 7:03 PM, Mr. Ready called the meeting to order.

APPROVAL OF MINUTES: Upon motion of Mr. Eady, seconded by Mr. Vinson, the minutes for the meeting on September 22, 2020 were approved. The vote was 6 – 0.

FY2021 BUDGET REVIEW: The DDA discussed their FY2021 budget allocation. The city budgeted \$30,000 for the DDA's allocation for FY2021. In addition, the city budgeted \$200,000 for design costs for the town center development. The DDA discussed requesting this year's \$30,000 allocation from the city. In addition, the DDA agreed that they would need to approach the city during the FY2022 budget preparation to re-negotiate the \$200,000 budget request for the town center development. Mr. Pepper will discuss transferring the \$30,000 allocation with Mayor Eady.

THE CITY GREENSPACE: The DDA discussed how to implement low-cost strategies to help cultivate commercial activity on the city-owned greenspace. The DDA focused on the city's revival of the farmer's market. Mr. Pepper reported to the DDA that Melissa Pratt left the city. Consequently, he, along with the staff, will work to continue to manage the farmers market until the city can hire someone for her position. The DDA and Mr. Pepper agreed that the city will focus on the operational side of the market while the DDA will develop a proposal for making low-cost improvements to the city greenspace. To that end, the DDA discussed the following items:

- Orientation of the Market – The DDA discussed ideas on how to lay out the market to maximize the space and visibility of the vendors. The DDA recommended that the vendors set up their tents adjacent to the existing sidewalk on Emory Street. The DDA also discussed parking for visitors to the market. They agreed that the visitors could park in the City Hall parking lot or on the section of greenspace adjacent to E. Clark Street.
- Signage – The DDA continued discussions on appropriate signage for the farmers market and where to locate a sign on the greenspace. The DDA considered a hanging sign as an option, similar to the existing post already located on the greenspace. The city could also use it to advertise for different events. In addition, DDA discussed the idea of installing, at some point, a permanent, decorative sign for the farmers market on the property. The DDA also discussed possible locations for the sign including at the corner of E. Clark Street and Emory Street.
- Barriers (fencing) – The DDA discussed different types of barriers that could be installed to enhance the property including shrubbery, a split-rail fence, or granite bars. The DDA agreed that they would not recommend installing something that would obscure the view of the market and greenspace. In addition, the DDA discussed installing a split-rail fence on the north and south corners of the property with a section fence in the middle.

- Seating – The DDA discussed installing picnic tables under the large shade trees near the Yarbrough House (107 W. Clark Street). Near the picnic tables, the DDA would install some trashcans.

The DDA will present their proposal to the Mayor and Council for approval.

OTHER BUSINESS: The DDA rescheduled their meeting at 7 PM on Tuesday, November 24th to 4 PM on Tuesday, December 1st. The purpose of the December 1st meeting is to conduct an on-site visit of the city greenspace. In addition, the DDA cancelled their December 22nd meeting. The DDA will meet again on Tuesday, January 26th. Mr. Pepper will notify Mr. Barnard of the changes to the meeting schedule.

ADJOURNMENT: Mr. Ready adjourned the meeting at 8:04 PM.

Submitted by:

Matthew Pepper, Secretary/Treasurer