



Downtown Development Authority (DDA) Board Member Application

Thank you for your interest in serving on the Board of Directors for Euharlee Downtown Development Authority (DDA). Please take the time to read this application thoroughly, as it has important information for you to consider before applying.

Being a board member is a wonderful way to serve your community. It is not an easy job, but the work is definitely important, interesting, and fulfilling. If you are selected to serve on the board, it is expected that you will attend one monthly board meeting (typically, 90 minutes), as well as dedicate 10-15 hours per month for conducting DDA business, which may include serving as an active member on at least one task force committee.

Board members should be prepared to attend at least 25% of all DDA sponsored events, and any other efforts or meetings regarding downtown as needed. Within their first year board members must also commit to completing 8-hours of State mandated training on Downtown Development Authorities. The training will be held in Euharlee in 2024. All approved or mandated travel, training, and education expenses will be covered at no cost to the individual board member.

Board members should have a somewhat flexible work schedule, as most DDA meetings and trainings occur during normal business hours. Every effort will be made to alleviate inconveniences to the extent possible but, as a working board, most business (outside of special events) does occur during work hours.

If you are unable to devote the necessary time, energy, and enthusiasm to the responsibilities of the position, please do not apply for board membership. If you are unable to commit to Board service at this time, there are still *many other ways* in which you can contribute towards the success of downtown. The DDA coordinates numerous special projects and committee activities, all of which are driven by citizen involvement.

The powers of the Downtown Development Authority were established by special State legislation. The DDA is an independent authority established for the purpose of planning, organizing, and financing projects that will revitalize and redevelop Euharlee's downtown business district. According to Georgia's State Law, a Director on the Board of the DDA must meet the following criteria:

- 1) You must be a taxpayer residing in the city limits of Euharlee, ***or***
- 2) You must be a taxpayer residing in Bartow, or a neighboring county, ***and*** an owner/operator of a business located within the downtown district.

If you do not meet these criteria, state law will not allow you to be a member of the DDA board. Failure to uphold the responsibilities of the position may result in an administrative review and/or recommendation for removal from the board.

Program Overview:

The DDA itself is composed of a seven (7) member Board of Directors and one (1) staff liaison. Board members are appointed by the Euharlee City Council, to serve as advocates and advisors on issues related to economic growth and development in downtown, and the DDA staff liaison implements board recommendations as a function of the organization's daily activities.

The DDA staff liaison helps synchronize efforts in all major program areas (Outreach, Promotion, Design, and Economic Development) by working with volunteers and partner organizations to generate broad-based community support and engagement for downtown as a whole. Brief descriptions of program areas are as follows:

Outreach: Outreach involves building a downtown support network that is well represented by business and property owners, bankers, citizens, public officials, and other local economic development organizations. Engaging stakeholders and generating volunteer support is central to this endeavor because strong organization provides the stability needed to build and maintain long-term development efforts.

Promotion: Promotion focuses on improving awareness about downtown. Street festivals, parades, retail events, and marketing campaigns are some of the ways the DDA tries to generate excitement about the district. Promotion involves creating and marketing an enticing image to residents and visitors so that downtown benefits by association.

Design: Design is meant to enhance the visual appeal of the district. Building rehabilitation, street and alley clean-up, signage, landscaping, and lighting are all ways to improve the physical image of downtown. Design improvements result in a reinvestment of public and private dollars as the area is increasingly seen as a quality place to invest, shop, work, walk, and live. Members will work in concert with other appointed boards on these efforts.

Economic Restructuring: Economic restructuring involves analyzing current market forces to develop long-term strategies for maintaining downtown vitality. Offering investment incentives, recruiting new businesses, and improving the competitiveness of traditional merchants and small businesses are examples of economic restructuring activities.

Each board member is required to serve as either chair of one of the aforementioned committees, or on the executive committee of the board (Chair, Vice Chair or Secretary).

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1. Name: _____
2. Address: _____

3. Phone: (Day) _____ (Evening) _____ (Cell) _____
4. Email: _____
5. Resident of: (Euharlee) _____ (Bartow County) _____ (Other) _____
6. Duration of residency: _____
7. Are you the owner or representative of a licensed business? _____
8. Name of business: _____
9. Address of business: _____
10. How long has the business been licensed? _____
11. Where are you currently employed? _____
12. What is your current position? _____
13. How long have you been with this company? _____

Either in the space below, or on an attachment, please list any special skills or experience that you feel would strengthen the Downtown Development Authority. *(Professional experience, previous board experience, volunteerism, personality characteristics, et cetera may all be considered.)*

Either in the space below, or on an attachment, please outline your “vision” for the future of downtown Euharlee and how you can contribute to that process.

I have read and fully understand this application for the Euharlee Downtown Development Authority Board. I am willing to make a Board level commitment to the revitalization of downtown Euharlee. I understand that this is an advisory role to help determine policy issues and that the Downtown Development Staff Liaison will serve in administrative capacities for the DDA.

Signature

Date

Please return completed application to:

Euharlee DDA
Attn: Katie Gobbi
30 Burge's Mill Road
Euharlee, GA 30145
770.386.1542 (phone)

Or submit electronically to: kgobbi@euharlee.com