

**DOWNTOWN DEVELOPMENT AUTHORITY
CITY OF AUBURN, GA
Jon Gomolak, *Chair*
Mayda Brown, *Vice-Chair*
Susan Long, *Secretary*
Massa Williams
Tina Nix
Layla Contreras
Dakota Whaley**

AGENDA

March 3, 2026
6:15 pm
Auburn Municipal Complex
1 Auburn Way

Members Present: J. Gomolak, M. Brown, S. Long, M. Williams, L. Contretas, D. Whaley

City Officials/Staff: Staci Waters, Jack Wilson, Attorney, T.J. Sisk

Call to Order

Call to Order 6:15

Old Business

1. Approval of Minutes February 3, 2026

Action Taken: Motion to approve minutes of February's Meeting

M. Brown	Yes (1 st Motion)
S. Long	Yes
M Williams	Abstain (absent last meeting)
L. Contreras	Yes
D. Whaley	Yes (2 nd Motion)

2. DDA Meeting Time

Last Month Layla asked if we could change our meeting times so that she could attend Board of Education Meetings, which are at the same time. After looking at our calendar, no other day was as good and Layla was able to work out a different solution.

New Business

1. Budget Introduction

A copy of our Budget for this Fiscal Year Oct. 1, 2025 through Sept. 30, 2026 is attached. The meeting to discuss next year's budget is in May 2026. Mayda will meet with City Staff. There is talk of moving some line items to other departments.

2. Layla – Social Media Presentation

Strategic Plan for DDA Social Media and Community Growth. Copy Attached
Our Goal is to develop a page to give a dedicated platform to business that does not get lost in City Hall News. Demographics were shared and the average age of residents is 34.7. We have about 8700 residents now. Staci said that the All About Auburn Facebook page can be taken over by DDA. Research will be done to determine the effect on rebrand vs new page. FaceBook and Instagram will be used. Layla paid close attention to streamlining our page with City Hall, especially with logos. Our attorney, Jack, suggested that we turn off the comments. We do not have the man power to monitor and things get out of hand quickly. Layla would like to leave comments on and will check with other city's to see how they do it.

3. Mayda-Auburn Business Association

Mayda would like to help start a small scale Chamber of Commerce. This would be a great way of helping promote and give extra support to City Businesses. There would be member's dues and this would help fund the Association. This will be it's own entity, apart from DDA.

4. Staci – Main Street

February's Car Show had a good turn out.

The 5K is this weekend March 7th with 116 signed up so far.

Ribbon Cutting on Saturday March, 21st 10 am at the WhistleStop Candy Shop

October's Food Truck Friday will be sponsored by RGS and other local business have applied for money to sponsor. Should hear about that more next month.

Staci suggest that we do not use the Create an Event feature on FaceBook. This creates an opportunity for possible scammers.

5. Announcements

March 13th is Staci Water's last day with the city. We thank her for the many hours she has dedicated to making the City of Auburn a better and FUN place to live.

March 16th is the Water Reservoir Tour DDA has been invited.

Jon will be in Italy for the April meeting. Mayda will be out of town as well. A new date is being

looked at.

ADJOURN

Motion made to adjourn at 7:27

M Brown	Left Early
S Long	Yes
M Williams	Yes (2nd Motion)
L Contreras	Yes
D Whaley	Yes (1st Motion)