
MINUTES**I. Call to Order**

Paniagua called the meeting to order at 5:02pm.

II. Pledge of Allegiance

Paniagua led in the pledge of allegiance.

III. Roll Call

Present: Antisdel, Capron, Finan, Paniagua, Terry, Weedon, Renfro

Absent: Reed, Williams

City Staff: City Manager McGhee and Clerk Langston

IV. Approve Agenda

Motion made by Terry, seconded by Weedon to approve the agenda as presented. Voice vote carries unanimously.

V. Public Comments - Agenda Items Only (3-minute limit)

None.

VI. Approve Minutes

A. Minutes- Consider the Regular Meeting Minutes from June 11th, 2025.

Motion made by Weedon, seconded by Terry to approve minutes as presented. Voice vote carries unanimously.

VII. Unfinished Business

None.

VIII. New Business

A. Ground Rules for Great Meetings- Presentation on Open Meetings Act & Parliamentary Procedure

Clerk Langston shared a presentation on parliamentary procedure, the Open Meetings Act, and Roberts Rules of Order. Business must be conducted only during a public meeting and there are rules for voting, noticing, and speaking during a meeting. The goal of these standards are efficiency, transparency, and effectiveness.

B. Bylaws- Consider the updated bylaws.

Langston presented the Bylaw subcommittee's notes alongside the current bylaws. The City Attorney will review them before they are adopted. There was discussion of the timeline for preparation, and approval of meeting agendas as well as clarification on other suggested edits.

Motion made by Antisdel, seconded by Weedon, to change the amount the Director/Treasurer is authorized to spend in article V, section 1 of the draft bylaws from \$500 to \$1000. Roll call vote carries unanimously.

Antisdel would like to add indemnification language to the draft. A section on standing committees was added, as the previous DDA had a number of standing committees. Antisdel would like to add that a standing committee may be terminated by a majority vote of the board at any time.

C. Discussion on Contractual Marketing and Public Relations Services

There is a need for marketing downtown Buchanan and potentially contracting someone to do marketing for the DDA. Paniagua has secured the domain discoverbuchanan.com. Finan has been on boards in the past that have hired out marketing and advises due diligence in selecting a person or a company in order to be effective. Finan suggested forming a marketing subcommittee.

Capron asked about the previous DDA's marketing strategies and campaigns. There had been print and radio campaigns. Weedon and Antisdel would like to determine the concentration or scope of their potential marketing reach and then put together an RFP for marketing services based on that.

Motion made by Paniagua, seconded by Weedon to form a subcommittee to explore contracting a marketing professional consisting of Sydney, Reed, and Paniagua. Roll call vote carries unanimously.

D. DDA Website- Consider the purchase of a DDA Website domain.

Renfro asked if they could use the social media accounts in the interim. Antisdel would like separate websites for the DDA marketing and what is required by statute.

Motion made by Paniagua, seconded by Terry to reimburse Paniagua up to \$100 for the cost of the DiscoverBuchanan.com domain. Roll call vote carries unanimously.

E. Tax Increment Financing and Development Plan Update with Projected Tax Revenues.

City Manager McGhee presented an update on the financing and development plan. The DDA now has its own bank account with \$202,579.38 in it. There are additional funds that will be moved there as well, for a total of \$396,760.38. There are additional funds that were previously allocated to projects, including DDA Incentive Program, Mill Alley Restoration Program, Buchanan Common Project, the Pears Mill, and the DDA County Loan. Projected tax capture per year is about \$156,000. The DDA can decide what it wants to do with these funds and what accounts it would like them in and potentially set up a finance subcommittee in the future.

Antisdel asked if the funds had been used for any trailing expenditures, McGhee confirmed they have been untouched since the previous DDA was disbanded. They have been in an investment account and have grown. Finan asked for more information on the intention the previous DDA had with the Mill Valley Restoration, Buchanan Common, and Pears Mill funds. Staff will look into it. Audience member Lysy supplied that the Mill Alley restoration was to remove the planters and stairs in the Mill Alley connecting Front St to the Pears Mill.

Paniagua and Terry proposed potentially moving the Mill Alley Restoration project money back into the DDA's general fund but maintaining the Buchanan Common and Pears Mill funds as both those structures require maintenance.

Antisdel proposed moving everything back to the general fund and budgeting everything back in as needed.

Motion made by Paniagua, seconded by Antisdel to unencumber all additional Funds back to the DDA's general fund. Roll call vote carries unanimously.

F. Live Buchanan- Consider assuming control of the LiveBuchanan non-profit organization.

LiveBuchanan is ceasing operations and will be donating their remaining funds to the Library to support the public art mural project. They are a non-profit that could potentially be turned over to the DDA

through a change in board members. The Main Street program encouraged this as a non-profit is a useful tool for Main Street communities to have. Philanthropic organizations and some grants could work through a non-profit where they couldn't with a DDA.

Paniagua asked why the LiveBuchanan board was disbanding. Lysy responded that the City Commission had created the board to pursue Main Street status but had decided earlier this year not to fund it anymore in favor of the DDA pursuing Main Street status. LiveBuchanan completed several projects successfully through grants and private fundraising.

Motion made by Paniagua, seconded by Finan direct City Manager McGhee perform due diligence in the DDA taking over the LiveBuchanan 501c-3. Roll call vote carries unanimously.

IX. Public Comment - Non-Agenda Items Only *(3-minute limit)*

Michael Rowland – Asked about the July Summer Passport series and hope it can be distributed in time for the upcoming Summer Concert Series.

McGhee confirmed he has them ready for distribution by end of week. Paniagua asked why the DDA was taking it on, McGhee confirmed they'd previously agreed to it but they could discuss it further. Agreement it is a project in line with the DDA's goals of promoting downtown businesses. Audience member Vigansky reminded the board that this was not on the agenda and should not be discussed, McGhee clarified that they'd previously voted on taking on the Passport.

Antidel asked if the success of the Passport was measurable, Rowland made some suggestions of how it could be measured. Weedon feels it's an important measure in the short term.

Rowland also commented that he and Randy Hendrixson had discussed a benefit event to support the downtown businesses through raising money for grants. There is a limited window to plan and hold the event, but he wanted to present it as an idea for the DDA.

Dan Vigansky – Commented that he was very dissatisfied with the way the Board had discussion during public comment and felt it was a violation of the rules.

X. Staff/Committee Comments

None.

XI. Adjournment

Motion made by Weedon, seconded by Capron to adjourn the meeting at 6:57pm.