



**DOWNTOWN
DEVELOPMENT
AUTHORITY**
of Augusta

**Downtown Development Authority of Augusta
Special Called Board Meeting
March 12, 2026, at 1 pm
ZOOM Call**

The Downtown Development Authority held a special-called meeting on March 12, 2026, at 1 pm, virtually via Zoom.

DDA Board members in attendance included Chairman Jack Evans, Vice-Chairman James Heffner, Secretary- Treasurer Stephen King, Pastor Anthony Booker, and Phuong Nguyen. Also in attendance were DDA Executive Director Margaret Woodard, Director of Community Development Tara Wood, Retail Coordinator Corbin Freeman, Legal Counsel Jeb Murray, Bennish Brown, and Jennifer Bowen of Destination Augusta.

Mr. Evans called the meeting to order at 1:10 and stated the purpose of this meeting is to discuss the DDA's support of SPLOST 9 and to discuss a monetary contribution to Destination Augusta, which is spearheading the VOTE YES Campaign.

James Heffner introduced Bennish Brown, who stated that Ryan Mahoney of Sugarcane Strategies would be managing the campaign. Mr. Mahoney successfully secured the C-SPLOST vote for the new Arena. The cost of the campaign is \$102,380. Destination Augusta has committed \$25,000, and the request from the DDA is \$20,000. Advertising and marketing efforts for the campaign include direct mail, digital advertising, and yard signs.

SPLOST 9 is an investment in Augusta's future, strengthening public safety, expanding economic opportunity, and enhancing quality of life. Spotlight Projects include Public Safety (Sheriff and Fire), Riverwalk and Boathouse reconstruction, 5th Street Marina, and expansion of the Convention Center. The total SPLOST 9 package totals \$375 million.

Legal Counsel Jeb Murray advised board members that the DDA can not advocate for SPLOST 9 but can educate and inform. Bennish responded that Mr. Mahoney would

develop an educational component for governmental entities to use during the campaign.

Mr. Evans told board members that Commissioner Jordan Johnson was not in support of the current package.

Mr. Heffner made a motion to support SPLOST 9 and to contribute \$20,000 to the campaign. Mr. King made a second, and the motion passed unanimously. The meeting adjourned at 1:40 pm.

Respectfully Submitted,

Stephen King
Secretary-Treasurer