

**Athens Downtown Development Authority  
Board of Directors Meeting  
Tuesday, July 12, 2016 3:00pm – 5:00pm  
ADDA Office  
250 W. Broad Street  
Suite 108**

MEMBERS PRESENT: Mike Hamby, Nancy Denson, Lori Paluck, and Chris Blackmon

OTHERS PRESENT: Pamela Thompson, Christi Christian, Shayne Jordan, Jim Warnes, Jeremy Smith, Jim Thompson, Russell Edwards, and Alison McCullick

**AGENDA**

1. Approval of Minutes – June 14, 2016, Regular Meeting

Mayor Denson motioned, seconded by Lori Paluck, to approve the minutes of the June 14, 2016, regular meeting.

2. Public Input – Three-minute limit per person

No one from the public commented.

3. Community Reports-none

4. Director's Report

A. Update on Fireworks Spectacular

Director introduced Shayne Jordan as the newly selected member of the ADDA Board. Shayne will take her place on the Board at the August meeting. Director also introduced Jeremy Smith, who recently was promoted to Assistant Parking Director. The total cost of the Fireworks Spectacular was just under \$75,000. After sponsorships and event proceeds from the festival and beer garden, the ADDA will have about a \$25,000 shortfall. The proceeds from the beer garden were much less than anticipated. Once the pre-approved CEP funds for FY16-17 are applied, the shortfall will be about \$22,000. The money for the Spectacular will come from the same programming funds as beautification, wayfinding, façade grants, and incentives. The Director will attend a fireworks follow-up meeting with other city officials to discuss the permitting and event process to make future planning go more smoothly. There were a few minor glitches with street closures and traffic patterns, but they were quickly resolved, and the event went well. There was positive feedback on the date of the event, and the Classic Center has offered to help with the planning of future fireworks events.

5. Unfinished Business - none

6. New Business- none

7. Financial Report - ADDA and DAPS

Pamela Thompson presented the financial reports. The trash bag line looks deceiving because the deposit has not been made. The printing was a little higher because the ADDA mailed out moving notices. The Beautification line is higher because of the cleaning of College Square last fall. The website development was more than

expected. The wayfinding project is moving forward. Elise is contacting property owners about the gateway murals. The incentives line was low because Four Athens moved out of the downtown district. The ADDA is currently working on two incubator projects, a tech incubator, and an art incubator. Mike Hamby mentioned that the ADDA could potentially suggest projects for future SPLOST and T-SPLOST money. The ADDA anticipates the Parking Management Fee in September. Parking credit card fees are high. T2 has still not converted to Paymentech, so the fees are still higher than they should be. This fiscal year was the first to pass the \$3,000,000 income mark.

8. Suggest agenda topics for following month's meeting  
Amphitheater information, downtown wifi, arts district and tech incubator information.

9. Executive Session – personnel  
Mayor Denson motioned, seconded by Mike Hamby, to enter closed session for the purpose of discussing personnel at 3:38 pm. Motion passed.

Mayor Denson motioned, seconded by Lori Paluck, to enter open session at 4:13 pm. Motion passed.

10. Adjourn  
The meeting was declared adjourned at 4:15 pm.

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Chris Blackmon, Chair

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Pamela Thompson, Executive Director