

**Athens Downtown Development Authority  
Board of Directors Meeting  
Tuesday, March 15, 2016  
3:00pm – 5:00pm  
Chamber of Commerce Building  
246 West Hancock Avenue  
Athens, Georgia 30601**

MEMBERS PRESENT: Erica Cascio, Lori Paluck, Patrick Garrard, Mike Hamby, Jennifer Zwirn, and Mayor Denson (arrived at 3:20pm).

OTHERS PRESENT: Pamela Thompson, Christi Christian, Elise LeQuire, Chuck Horton, Russell Edwards, Davis Knox, Alicia Nichols, Anita Aubrey, Blake Aued, Melissa Link, Ritchie Knight, Leslie Geiser, Matthew Hall, and Lt. Richard Odom

**ANNUAL MEETING MINUTES**

Vice-Chair Erica Cascio called the meeting to order at 3:00pm. She suggested that since only two of the members eligible for offices were present, the Annual Meeting should be postponed. She also suggested that the Annual Meeting not be held until August, when at least one new member would be appointed. The Board agreed by consensus.

**REGULAR MEETING MINUTES**

Vice-Chair Erica Cascio called the meeting to order at 3:10pm.

1. Approval of Minutes – December 8, 2015, Regular Meeting  
Mike Hamby motioned, seconded by Patrick Garrard, to approve the minutes. Motion passed.
2. Public Input – Three-minute limit per person  
Russell Edwards asked about the concrete planter in front of the Wuxtry building, both its appearance and broken pieces of concrete. Pamela Thompson stated that she spoke to ACC Central Services, and that there were no plans to plant until the Clayton Street streetscape project was underway. She will report the broken concrete to ACC Central Services.
3. Presentations – Davis Knox, Athens Made initiative  
SmallBox, ADDA's new website

Davis Knox and Ritchie Knight, representing Athens Made, spoke with the Board about their ideas for the program. Athens Made is envisioned to be a “best of the best” of Athens’ businesses to communicate about the world-class talent and entrepreneurs in Athens. They are looking to partner with other community organizations, such as

ADDA, to provide resources to the business community. They plan to hold a free concert at Georgia Theatre on March 31 to end the Start Up Business week in Athens. Pamela Thompson said that she would email his presentation to the Board.

Leslie Gesier and Matthew Hall from SmallBox, showed the Board the working draft of the ADDA's new website. They have worked extensively with Marketing Coordinator Elise LeQuire to revamp the look of the website, while making it more functional. The ADDA Board responded positively to the website, and asked if the business picture could be rotated to showcase as many downtown businesses as possible.

#### 4. Community Reports

\*Chamber of Commerce

\*DABA

Pamela Thompson let the Board know that the reports were in their packets. Alicia Nichols and Anita Aubrey, representing AthFest Educates, updated the board on AthFest. The concert series started under the ADDA umbrella, and its timing in June was specifically chosen to attract people to downtown businesses during the slow business season. Even when AthFest Educates became an independent organization, they consciously decided to keep the timing and location in order to help downtown businesses. For the last several years, the concert costs have grown and the event either breaks even or has a shortfall. They appreciate the CEP funds they receive each year, but really hope that downtown businesses can help support them and allow the event to continue to be held. 2016 is the 20<sup>th</sup> anniversary of the concert event. The goal is to raise money to provide grants to classrooms to keep music and art education funded. Alicia Nichols stated that they had spoken with the UGA Selig Center about an economic impact report for their event, in order to better explain how they help businesses when seeking sponsorships, and that the study would cost \$5,100. She asked if there was any way that the ADDA could help offset that cost. Board members discussed whether or not this study could be part of the Economic Impact Study that the ADDA is working on. Pamela Thompson said that she would look into options for the study.

#### 5. Director's Report

No report.

#### 6. Unfinished Business

##### A. CEP Funding Request – McIntosh County Shouters Morton Theatre Performance

Pamela Thompson funded the request out of ADDA funds last month, since a quorum was not present to vote on the event. She reminded the board that the ADDA does not have a sponsorship policy, and therefore cannot sponsor events. The group discussed the benefit of this event, and that it was worthwhile to support. Mike Hamby motioned, seconded by Nancy Denson, to not fund the event through CEP and to have ADDA support the event. Motion passed.

##### B. FY17 Parking Budget

Pamela Thompson presented the FY17 parking budget. The biggest increase was in the credit card transaction fees. The budget was prepared assuming a \$0.25 cent increase in the on-street parking fee. Nancy Denson motioned, seconded by Mike Hamby, to approve the proposed FY17 parking budget.

C. Potential Financing for New Office Space Purchase

Pamela Thompson explained the potential to use the Georgia Cities Foundation Revolving Loan Fund to finance a portion of the purchase price of the new ADDA office space. The board discussed the positive impact of being debt free. Nancy Denson motioned, seconded by Lori Palluk, to not finance the purchase. Motion passed.

D. 2016 Main Street Community Contract

Pamela Thompson explained the difference between being a Main Street Community and Main Street Affiliate. Staff recommends participating at the affiliate level for one year to assess the benefit to the ADDA. Nancy Denson motioned, seconded by Patrick Garrard, to become a Main Street Affiliate for 2016. Motion passed.

7. New Business

A. FY16 Parking Expenditure Increase Request

Pamela Thompson discussed the need to request an expenditure increase in order to cover the growing cost of credit card transaction processing. The ACC Mayor and Commission must approve an increase, in order for the normal operating cost to not negatively affect the ADDA's Parking Management Fee. Mike Hamby motioned, seconded by Patrick Garrard, to request an FY16 Parking Expenditure increase of \$65,000.

B. Fy17 Parking Rate and Fine Change Request

Pamela Thompson discussed the proposal to increase on-street parking rates by \$0.25 per hour, to \$1.00 per hour, in order to cover the cost of processing credit card transactions. She also discussed the request to increase game day expired meter fines from \$10 to \$25, in order to encourage parking in the decks. Staff also recommends increasing the lost ticket fee in the parking decks from \$10 to \$25 dollars, in order to discourage abuse of the system and to be in line with other parking decks in Athens. The board discussed the issue, and then discussed gathering input from downtown businesses. DABA President Jennifer Zwirn agreed to seek input from members of the downtown business association. Mike Hamby motioned, seconded by Lori Paluck, to table this matter to the April meeting in order to get business input.

8. Financial Report - ADDA and DAPS

Pamela Thompson presented the financial reports and answered questions from the Board.

9. Suggest agenda topics for following month's meeting

TSPLOST projects for downtown, keeping downtown trees lit all year, and FY17 CEP applications

10. Executive Session – if needed

None needed.

11. Adjourn

Patrick Garrard motioned, seconded by Lori Paluck, to adjourn the meeting at 4:54 pm.

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Chris Blackmon, Chair

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Pamela Thompson, Director