

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, May 10, 2016
3:00pm – 5:00pm
ADDA Offices
250 W. Broad Street, Suite 108
Athens, Georgia 30601**

MEMBERS PRESENT: Regina Quick, Erica Cascio, Mike Hamby, Jennifer Zwirn, Mayor Denson, and Chris Blackmon

OTHERS PRESENT: Pamela Thompson, Christi Christian, Elise LeQuire, Chuck Horton, Russell Edwards, Rusty Heery, Jim Thompson, Lt. Odom, Allison McCullick

MEETING MINUTES

Vice-Chairman Erica Cascio called the meeting to order at 3:07 pm.

1. Approval of Minutes – April 12, 2016, Regular Meeting
Mayor Denson motioned, seconded by Regina Quick, to approve the minutes. Motion passed.
2. Public Input – Three-minute limit per person
Russell Edwards commented that the College Square planters look great. Pam Thompson introduced Allison McCullick as the new Director of Community Relations for UGA who will be joining the ADDA meetings representing UGA.
3. Community Reports
 *DABA *CVB
DABA completed the “Dig the Decks” promotion to incentivize parking in the decks. Fifty-five parking vouchers were used. Gift Certificate sales for Mother’s Day and graduation are on the rise. CVB report is in Board packet. They held their annual meeting on May 10, 2016. Pam Thompson was in attendance.
4. Director’s Report
 A. Bike Repair Stand Downtown with Bike Athens
 ADDA partnered with Bike Athens to purchase a bike repair station which will be installed near the police substation on College Avenue. There will be a press release once it is installed. Since there is no bike shop downtown, this repair station will fill the need for emergency repairs. Regina Quick asked about the process for business owners to get bike racks near their business. Pamela Thompson updated the Board on plans to reduce the number of newspaper stands and increase the number of trash and recycle bins, ashtrays, pet waste stations, and bicycle stands. There are two ways a business owner can get one of these installed; Solid Waste is auditing good locations to add these amenities, but if a business is not in one of these priority locations, the business owner can purchase the item and donate it, and the city will install and maintain it. Currently, ashtrays and pet waste stations are the priority, but bike racks can be

added to the conversation. Bike racks can be another way to add art downtown if they are like the ones at the Classic Center along Foundry Street.

B. Update on Credit Card Processor Transition

Because we did not charge a convenience fee for credit card use, we are over budget for the year in credit card processing fees. We have four different merchants for credit card services, so the transition has been complicated and time consuming. Parkeon and the website portal are the last to transition. Mike Hamby asked for an update on converting the Pay-and-Display meters on Clayton Street to single-space meters. Pam Thompson received information from the Unified Government that the cost to replace the meters separately from the streetscape project would be \$56,000. If the project to replace the meters happens, the ADDA would need to repay the SPLOST funds the cost to install the meters. As long as the parking management fees are not affected, ADDA could repay those costs. Sale of the remaining Pay-and-Display terminals to another locality could potentially cover the costs. Mayor Denson motioned to use the money from the sale of the Pay-and-Display terminals to pay back the SPLOST funds used to install single space meters on Clayton Street. Erica Cascio seconded the motion. Motion carried.

C. ACC Mayor & Commission FY17 Goals

The Board was provided with a copy of the ACC Mayor & Commission goals. Pam Thompson highlighted the areas where the ADDA goals overlapped their goals to show where the ADDA could partner with the Unified Government to accomplish those goals.

D. Update on ADDA Micro Loan Program

Before ADDA moved into the new office space, our application to receive credit reports from Equifax was rejected due to security concerns over shared office space and shared copy and fax machines. Once ADDA moved to a private office space, we re-applied for credit report services, and after an inspection visit, were certified to receive credit reports. Next steps in the process will be to create the loan documents with assistance from First American Bank. The loans, when available, will be for up to \$10,000.

E. Update on Façade Grant Program

Of the three grants approved so far, two have been completed. We are waiting for final paperwork and receipts from Rusty Heery and Fred Moorman, so their grant funds can be distributed. The Wuxtry building project is underway. New windows have been installed and look great. A paint color is being chosen for the building, and then painting will proceed.

F. ADDA New Website

The new website is up and running with a few glitches that Smallbox is working on. It looks great. Any feedback from the Board is appreciated.

G. Update on Downtown Beautification Inventory

Elise and Christi completed a survey of downtown and listed 30 light poles that needed painting, 25 light poles that could potentially hold a banner, nine areas of trees that could be lit, and one curb cut that leads to nothing that could potentially be filled in with a curb and made a parking space. Removing the apron and installing a curb costs about \$4500. The Downtown Beautification group will meet quarterly to discuss beautification efforts. The ADDA will partner with these groups to focus energy and funding to beautify downtown in the most effective way. Mike Hamby suggested more planter boxes along storefronts, and Chris Blackmon suggested incentivizing more decorative railings for the sidewalk cafes.

5. Unfinished Business

A. FY17 CEP Funding

The Board reviewed the Director's CEP funding recommendations. Regina Quick requested a future discussion on what happens to unused VIP passes. Pam Thompson noted the upper end of CEP funds is \$9000, which is less than previous years, keeping in line with the Board's goal to wean successful events off of CEP support. Regina Quick asked for clarification on the accounting of the Parade of Lights, noting that the ADDA is shouldering all of the out-of-pocket expenses for that event, and she questioned the use of the parade entrance fees. The Director will research the parade fund accounting. Mayor Denson motioned to accept recommended CEP funding with the amendment that some discretionary funds be moved to the banner line to cover the costs of the additional banner hardware. Mike Hamby seconded the motion, and the motion carried with Regina Quick opposing. The Board requested the Director research the possibility of organizing a fireworks show for July 4th. Pam Thompson will try to find sponsors to help fund the event.

6. New Business

A. FY16 ADDA Budget Amendment

The Board was given a detailed list of the ADDA moving and building renovation expenditures. The ADDA was under budget on the wayfinding and incentive lines, and over budget on the beautification line. Re-distribution of those funds will cover the building renovation and moving expenses as shown in the amended budget. Mike Hamby motioned to approve the FY16 Budget Amendment. Regina Quick seconded the motion, and the motion carried.

B. FY17 Millage Rate

A resolution by the Board to adopt the 1 Mil tax rate is needed to pass along to the Mayor and Commission, so that it can be included in the FY17 Budget. Regina Quick asked for the current balance in the ADDA accounts; \$68,000 in reserve account and \$128,000 in operating account. Mayor Denson motioned to approve the Resolution for the 1 Mil tax rate. Erica Cascio seconded the motion, and the motion carried with Regina Quick opposed.

C. Discussion of Downtown Panhandling

The Board received the research done by the Director on the Panhandling issue. She researched based on panhandling, loitering, and tourism districts. Included in the Board packet was the draft panhandling ordinance that Bill Overend had presented a few years ago, a summary of panhandling ordinances from other cities, including some “urban camping” and hand sign permitting, and information from the Homeless and Poverty Coalition. The Panhandling Roundtable met last Tuesday. At that meeting, City Attorney Bill Berryman discussed recent case decisions which extremely limit the ability to legislate panhandling. At the Roundtable meeting, Bill Berryman stated that there would be no changes made to the panhandling ordinances, and it is up to the business owners and the public to record, report, and take to court the aggressive panhandlers. A recent incident at The Cheeky Peach was recorded on security cameras and will be prosecuted.

Some suggestions included signs that discourage giving to panhandlers, and criminalizing giving to panhandlers to discourage the behavior. The business owners need clarification on what their rights are and what they can legally do to protect their businesses, customers, and employees. Lt. Odom gave a definition of aggressive panhandling. The panhandler must be aggressive, or make you uncomfortable, or be intoxicated, or restrict your movement in order to legitimately press charges against them. There needs to be a recording of the event or a picture of the panhandler to prosecute. We cannot rely on the downtown cameras right now since they are in the process of being upgraded. Lt. Odom is willing to teach the business owners ways to handle and prosecute panhandlers within the current laws. Regina Quick offered to attend these teaching sessions as well. Jennifer Zwirn will set up monthly meetings and invite all of the downtown business owners to participate and learn how to handle aggressive panhandlers. Allison McCullick was asked if the panhandling issue could be included in the new student orientation. She didn't feel that was the appropriate time to discuss it as it may dissuade student from coming downtown, but she suggested contacting the School of Social Work for ideas, and the Grady School for a possible advertising campaign.

D. Special Event Parking Management Agreement

Frank Pittman with Park Here Athens has managed our three surface lots for more than a dozen years for home games and special events. He won the bid two years ago to continue managing the lots. Our revenue from the lots has grown from \$7,500 to \$21,000. This is the second of his two-year renewal option years. We had another smooth year with Frank Pittman managing the lots for ADDA. He keeps the lots clean and provides revenue reports to ADDA. We collect 70% of the revenues. The Director recommends renewing Frank Pittman's contract for the upcoming year. Mike Hamby motioned to renew the Special Event Parking Management Contract for FY17. Regina Quick seconded the motion, and the motion carried.

7. Financial Report - ADDA and DAPS

The Board was provided with the financial reports for ADDA and DAPS. The budget line for salaries is off due to a coding error which is being corrected by the accountant. The DAPS report shows a decrease in revenue over last year, but that is due to the large payment from Uncommon last April for the lease of spaces during construction. We are still \$200,000 ahead of revenue from last year. ADDA is requesting a \$65,000 budget increase due to parking credit card charges and increased costs for batteries and battery chargers for the IPS meters.

8. Suggest agenda topics for following month's meeting

Towing enforcement, ADDA budget, sidewalk cleaning. The ADDA Board will meet on Monday, May 23, 2016, for a Special Called Work Meeting.

9. Executive Session – if needed

None needed.

10. Adjourn

Erica Cascio motioned, seconded by Mike Hamby, to adjourn the meeting at 4:38 pm.

Chris Blackmon, Chair

Pamela Thompson, Director