

**Athens Downtown Development Authority  
Board of Directors Meeting  
Tuesday, November 8, 2016 3:00pm – 5:00pm  
ADDA Office  
250 W. Broad Street  
Suite 108**

MEMBERS PRESENT: Chris Blackmon, Lori Paluck, Shayne Jordan, Regina Quick, Jennifer Zwirn, Jim Warnes.

OTHERS PRESENT: Pamela Thompson, Christi Christian, Elise LeQuire, Jeremy Smith, Jim Thompson, Russell Edwards, Wes Clarke, David Tanner.

1. Approval of Minutes – September 13, 2016, ADDA Board Meeting. Regina Quick motioned, seconded by Lori Paluck, to approve the minutes of the September 13, 2016, ADDA Board Meeting. Motion carried.

2. Public Input – Three-minute limit per person  
Russel Edwards had questions on the status of the streetscape project and SPLOST.

3. Community Reports

DABA reports were provided to the Board. \$56,590 in gift certificates purchased, \$80,675 in gift certificates redeemed. Sales expected to increase in December for the holidays. A part-time person will be starting after Thanksgiving to help with sales traffic. DABA is planning a December 3, 2016 holiday event downtown. New officers on the DABA Board will take office in January. Shawn Butcher is the new president. The DABA membership drive is about to begin.

4. Director's Report

A. Economic Impact Report- Draft Proposal

Les Clarke and David Tanner from the Carl Vinson Institute presented their draft proposal to the Board which focuses on downtown businesses and the economic impact they have on the community. It will include the impact of student spending downtown, the impact of other housing options for professionals and families, the impact of unrepresented businesses, and the impact of downtown events and facilities. This information will be helpful in selling investors, businesses and event coordinators on downtown. The Board is interested in learning the impact of events and tax revenue.

B. ADDA Boundary Mailing Update

About 424 letters were sent out in mid-September to property owners within the new proposed ADDA boundary. The letter explained the 1 mil tax rate increase and the benefits of joining the downtown boundary. Each letter included that owner's property value and the amount that the 1 mil additional tax will cost. Property owners had until October 28, 2016, to return the requests. We received back about 140 of the letters. ADDA is working with the GIS department to make a map of the properties that agreed or refused to join the boundary to get a visual representation

of where we stand with this project. Pam Thompson will meet with Jim Warnes and Chris Blackmon to see which properties we need to contact further to prepare for the 2017 General Assembly.

5. Unfinished Business

A. 2017 Downtown Fireworks

The Board agreed that the fireworks event was a great success, but was not an intended function of the ADDA and was more appropriately a function of the county government and the leisure services department. Regina Quick motioned to pass a resolution of support to the Mayor and Commission for ACC-UG to continue to host the downtown 4<sup>th</sup> of July fireworks downtown. Shayne Jordan seconded the motion, and the motion passed.

6. New Business

A. Janey Mae Cooley Memorial Façade Grant Program

Regina Quick suggested in the previous meeting to rename the Façade Grant Program in honor of Janey Cooley, who passed away last year. Janey Cooley was a life-long resident of Athens and took great pride in her beloved downtown buildings as well as served on many Boards serving the downtown district. Regina Quick motioned to formally rename the program The Janey Mae Cooley Façade Grant Program. Lori Paluck seconded the motion. Motion passed. Regina Quick has offered to have the resolution framed to present to the people at First American. ADDA will prepare the “big check” with the new name on it to present to grant recipients.

7. Financial Report - ADDA and DAPS

Credit card expenses are well above budget as we wait to see what the monthly expenses will be once all of the spaces are single-space meters. Revenues overall are up from last year.

8. Suggest agenda topics for following month’s meeting

Micro-Loan Program, Sidewalk scrubber route map and days spent cleaning, parking FY18 budget, DABA contract

9. Executive Session – Personnel and Legal Advice

4:07 PM, Lori Paluck motioned to move into executive session. Regina Quick seconded; motion passed. 4:55 PM, Lori Paluck motioned to end executive session. Shayne Jordon seconded; motion passed.

10. Adjourn

Meeting was adjourned by consensus at 4:56 PM.

---

Chris Blackmon, Board Chairman

---

Pamela Thompson, Executive Director