

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, September 13, 2016 3:00pm – 5:00pm
ADDA Office
250 W. Broad Street
Suite 108**

MEMBERS PRESENT: Mike Hamby, Nancy Denson, Lori Paluck, Shayne Jordan, Regina Quick, Jennifer Zwirn.

OTHERS PRESENT: Pamela Thompson, Christi Christian, Elise LeQuire, Chuck Horton, Blake Aued, Jim Thompson, Russell Edwards, Sam Prothero.

1. Approval of Minutes – August 9, 2016, ADDA Board Meeting and August 25, 2016 Parking Committee Meeting. Shayne Jordan motioned, seconded by Lori Paluck, to approve the minutes of the August 9, 2016, ADDA Board Meeting and the August 25, 2016 Parking Committee Meeting. Motion carried.

2. Public Input – Three-minute limit per person

Russel Edwards gave further accolades for the downtown fireworks for bringing families downtown. He had questions on the status of the streetscape project. Pamela Thompson and Chuck Horton met with Derek Doster in the SPLOST office last week. Traffic counts and information gathering is taking place to put together a new, revised proposal for the streetscape. Mr. Edwards also voiced his support for the idea of a downtown amphitheater.

3. Community Reports

DABA reports were provided to the Board. The quarterly happy hour was last week at The Globe. The annual meeting will be in October at The Graduate. Shawn Butcher is slated to become the new DABA President pending the election, and he will take Jennifer Zwirn's place as the ADDA Board DABA Representative.

4. Director's Report

A. Summary of article regarding potential programs to assist local businesses with affordable downtown rent. – Elise LeQuire

The full article was given to the Board for their information with a summary provided by Elise. Included are some potential ideas that could be used in downtown Athens.

B. Economic Impact Report

Pam Thompson met with Wes Clarke of Carl Vinson who is proposing a document focusing on downtown businesses and the economic impact they have on the community. It will also quantify the economic effect the downtown residents have on the community which has previously been difficult to obtain because of how students are counted in census information. The proposal will also include impact from major downtown events. This information will be helpful in selling investors, businesses

and event coordinators on downtown. Pam hopes to have the proposal and its cost by next month. Regina Quick requested staff to find out how much property tax, alcohol tax, and hotel/motel tax is generated by the downtown district each year.

About 450 letters will go out this week to property owners within the new proposed ADDA boundary. The letter will explain the 1 mil tax rate increase and the benefits of joining the downtown boundary. Each letter will include that owner's property value and the amount that the 1 mil additional tax will cost. Each letter will include a stamped return envelope to return the request to join or be excluded from the boundary. Property owners will have until October 28, 2016 to return the requests. The ADDA staff will reach out to owners who do not respond.

Christi Christian updated the Board on the condition of the banners. The manufacturer is aware of the problem and has agreed to replace them with a better product. They are currently working on a new combination of material and ink that will not fade as terribly as these banners have. Christi asked the Board's opinion on what to do with the remaining set of banners. The Board agreed that the remaining banners should be hung, so downtown can look good for football season and the holidays. Hopefully, the replacement banners will be available by the New Year.

5. Unfinished Business – none

6. New Business

A. Façade Grant Awards- Christi Christian

The Façade Grant Committee recently met to discuss two applications that had been received. The Board was given copies of the applications and a verbal summary of the Committee discussion as well as the Committee's recommendation of awards. Regina Quick made the suggestion to name the Façade Grant in honor of Janey Cooley. Regina Quick motioned to approve the Façade Grant Committee's recommendation to award a \$5,000 grant to Rusty Heery for 156 College Avenue, and a \$10,000 grant to Russel and Airee Edwards for 121 E Clayton Street. Mayor Denson seconded the motion, and the motion carried.

B. Surplus parking's GEM vehicle

In 2009, ADDA purchased an electric vehicle, the GEM car, for use by the downtown parking system. It is now having mechanical and brake issues. The only repair shop is located in Brunswick, GA., and the cost of transporting and repairing the GEM car are close to the current value of the GEM car at \$2,300. Chuck Horton believes a different type of vehicle would better suit the parking department, and Solid Waste has expressed an interest in obtaining the GEM vehicle for use by their newly-acquired additional litter tech. Mayor Denson motioned to approve the surplus of the GEM car to Solid Waste and transfer of the title to the Unified Government for their use. Mike Hamby seconded the motion. Motion carried.

C. FY17 PMA Calculation and Payment

The ADDA is grateful to the Finance Department for expediting the calculation of the PMA amount. Since the fireworks, the ADDA Reserve Account had dropped to

\$18,782. The Board was given the detailed calculation and the PMA check was given to ADDA in the amount of \$254,852. The Director recommends transferring the PMA amount back into the ADDA Reserve Account. Mayor Denson motioned to approve the transfer of the PMA funds back into the ADDA Reserve Account. Regina Quick seconded the motion. Motion carried.

7. Financial Report - ADDA and DAPS

Local expenses are over due to fireworks, and the POA expenses for the Washington deck are over budget. The deck is aging and the maintenance expenses are increasing. A new elevator maintenance contract was signed that will save money on the deck elevator.

8. Suggest agenda topics for following month's meeting

Façade Grant naming, bike racks and possible locations, fireworks future and ADDA role

9. Executive Session – none

10. Adjourn

Meeting was adjourned by consensus at 4:05.

Chris Blackmon, Board Chairman

Pamela Thompson, Executive Director