

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, April 18, 2017, 3:00PM
ADDA Office
250 W. Broad Street
Suite 108**

REGULAR BOARD MEETING

MEMBERS PRESENT: Linda Ford, David Lynn, Mayor Denson, Chris Blackmon, Mike Hamby, Lori Paluck, Jim Warnes, Richie Knight, Shawn Butcher.

OTHERS PRESENT: Jeremy Smith, Christi Christian, Elise LeQuire, Hilary Butschek, Wes Clarke, Russell Edwards, Blake Aued.

1. Approval of Minutes- March 14, 2017 Regular Meeting- Mike Hamby motioned to approve the minutes from the meeting, and Lori Paluck seconded the motion. Motion carried.
2. Public Input- Three minute limit per person. – Russell Edwards asked about the amphitheater plans. That project did not make it onto the current TSPLOST plan.
3. Community Reports- The Board was provided with reports from DABA regarding the Gift Certificate sales, and they will meet tomorrow and discuss fireworks sponsorships. After tax season, they will meet with an accountant about the gift certificate program. The Chamber of Commerce will host its Business After Hours at ESP on the 27th of April. Oconee campus of Piedmont Athens Regional Health Center will have their ribbon cutting on April 26th. Envision Athens Community Summit is on April 20th at 5:30 at the Classic Center.
4. Director's Report
Planning and Outreach
 - A. Economic Impact Study- Wes Clarke from CVIOG presented some preliminary results from the study of the economic impact of the downtown business district. They geocoded the business license data for the district and used tax digest information to create the information in the study. Board members received copies of the preliminary graphs and reports which included target industry analysis and the economic impact those industries could have. Dr. Clarke anticipates the study should be complete by mid-June.
 - B. TSPLOST- Downtown projects for TSPLOST funds include the Clayton Streetscape (storm water, re-pavement, install telecommunication conduit), the Jackson Street art pedestrian walk towards the Lyndon House, and the intersection improvements at Thomas and North Avenue, which is currently being considered as a roundabout intersection. Different parking options along

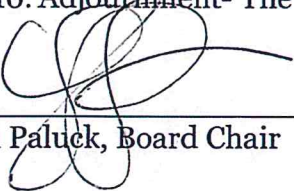
Clayton Street are being studied to potentially reduce the number of traffic accidents. On May 9, there will be a public work session on the TSPLOST projects, and on August 1, Mayor and Commission will vote. If the TSPLOST passes, the Clayton Street project may be pre-funded by a bond. The ADDA will write a letter of support for the downtown TSPLOST projects.

- C. CEP- ADDA had granted \$6000 in CEP finds to Slingshot for FY17. The event did not happen. Rather than lose the \$6000, since the funds do not roll over into the next fiscal year, staff proposes that the funds be allocated to the fireworks event instead. Richie Knight motioned, seconded by Mike Hamby, to allocate the unused Slingshot CEP money to the Downtown Fireworks event. Motion carried. FY18 CEP budget allocations were tabled until the next Board meeting. The proposed event budgets will be emailed to the Board for review prior to the next meeting.
- D. Boundary Expansion- The proposed boundary expansion has passed the State Legislature and currently awaits signature by Governor Deal. The expansion includes 399 new tax parcels and 43 business licenses which will bring in an estimated additional \$58,353 in mill rate tax revenue for ADDA in fiscal year 18/19. The St. Joseph's development will increase these numbers.
- E. Visit to Prototype Prime- Richie Knight, David Lynn, and Linda Ford visited the tech incubator, Prototype Prime, located in Peachtree Corners. They specialize in hardware and software tech start-up. The site is fully supported by the city.
- F. Intern Program- Aaron Redman, MPA Recruitment & Career Services Coordinator at UGA, is helping the ADDA obtain an intern by this summer. ADDA has received seven applications so far for summer term internships. David and Linda will begin interviews tomorrow. The interns will be researching various alternative income sources, grants, beautification, wayfinding, and gift certificate programs.

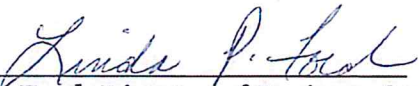
Business Services

- A. Communications with Stakeholders- The new Directors have met with an additional 25 downtown business owners. Weekly downtown updates are being sent by email on Fridays. ADDA staff created a downtown welcome folder for businesses containing available grants and programs, DABA information, and parking services information. An event planner is in the works, and Solid Waste is working on a brochure to add to the folder.
- B. Beautification- The next project for beautification will be the four corners of the Clayton Street and College Avenue intersection. This will be a pilot project and partnership with the Botanical Gardens. Large, moveable planters that can be relocated for the streetscape project are the current plan for the project. The Blue Sky Concerts will be coming back from May 24 – June 28 on Wednesdays at noon in College Square.
- C. Acropolis Pop-up Market- The Economic Development Department put together the Acropolis Innovation Festival for the month of April bringing together several creative groups. The ADDA is assisting with the rent for a pop-up market one weekend in the space next to Kum's. The \$350 will come from the incentives budget.

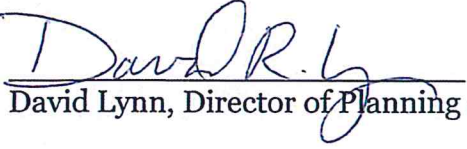
- D. Downtown Fireworks- ADDA met with Leisure Services who requested help from ADDA and DABA securing sponsorships for the Downtown Fireworks. The Board was given the list of sponsorship levels. Leads for sponsorships should be sent to Melanie McElroy at Leisure Services.
 - E. Downtown Property Inventory- The current links to available properties on our website lead to Zillow, which is primarily residential and of little use to people seeking available commercial properties, and the link that Economic Development utilizes for commercial property throughout Athens-Clarke County, not just the downtown district. Community Partners in Arizona manages the commercial property database. The ADDA has contacted them about creating a link for only available downtown properties. Other possible real estate links include LoopNet, and simply listing all available properties with individual links to their information. The ADDA wants to streamline the way the website real estate page looks and improve the user friendliness.
 - F. DAPS Life Cycle- There is currently \$350,000 in the College Avenue Deck life cycle fund. Funds to repaint the stairwell in the deck will come from this fund. The ADDA is working with the Art Council to also include public art in the project.
 - G. Retreat- The ADDA Board Retreat will be on Tuesday, May 16, at Roundsphere and will take the place of the May 9th Board meeting.
- 5. Unfinished Business
 - A. ADDA Bylaws- Revisions are needed in the ADDA Bylaws to reflect having two directors. Jim Warnes presented the draft bylaws including the needed revisions. Mayor Denson motioned, seconded by Richie Knight, to approve the bylaw changes. Motion carried.
 - 6. New Business- none
 - 7. Financial Report- ADDA and DAPS – Available in packet
 - 8. Suggested topics for next month's meeting- June meeting- CEP, Economic Impact Report
 - 9. Executive Session- to discuss legal matter
 - 10. Adjournment- The Board adjourned by consensus at 4:30.



Lori Paluck, Board Chair



Linda Ford, Director of Business Services



David Lynn, Director of Planning and Outreach