

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

MEMBERS PRESENT: Chris Blackmon, Lori Paluck, Shayne Jordan, Richie Knight, Nancy Denson, Mike Hamby, Jennifer Zwirn, Jim Warnes.

OTHERS PRESENT: Pamela Thompson, Christi Christian, Elise LeQuire, Jeremy Smith, Chuck Horton, Jim Thompson, Blake Aued, Eric NeSmith, Mary Charles Howard, Erica Cascio, Shawn Butcher.

1. Approval of Minutes – November 8, 2016, ADDA Board Meeting and December 1, 2016 Special Called Meeting.
Lori Paluck motioned, seconded by Mike Hamby, to approve the minutes of the November 8, 2016, ADDA Board Meeting and December 1, 2016, Special Called Meeting. Motion carried.
2. Public Input – Three-minute limit per person
None
A. Presentation- Erica Cascio
Erica Cascio was presented with a print of downtown Athens in honor of her six years of service to the ADDA Board.
3. Community Reports
DABA- Shawn Butcher was introduced as the new DABA President. He will be attending the ADDA Board meetings as their representative. The December 3, 2016 holiday event downtown was successful, and DABA plans to do it again next year. Spread the word about gift certificate sales for Christmas.
4. Director's Report
A. Social Media Update
Our web-design company, Smallbox, will be assisting with our social media presence using Sprout, an integrated social media application.
B. TSPLOST Discussion
The Board decided to prioritize three projects to present for TSPLOST consideration. First will be the Clayton Street streetscape project; second, converting the North Avenue intersection by Foundry into a traffic circle; third, improving the Jackson Street corridor from downtown to Lyndon House.
5. Unfinished Business
None

6. New Business

1A. Athens Made

Mary Charles Howard and Eric NeSmith presented a request for support to the Board for Athens Made. They requested \$10,000 in matching funds with the Economic Development Department. The Board requested more specific information on how financial support would directly benefit the downtown district.

A. 2017 ADDA Meeting Schedule

The Board was presented with a proposed meeting schedule for the ADDA. Mayor Denson motioned to approve the schedule, and Shayne Jordan seconded the motion. Motion carried.

B. 2017 ADDA Holiday Schedule

The Board was presented with a proposed holiday schedule for the ADDA. Mayor Denson motioned to approve the schedule, and Lori Paluck seconded the motion. Motion carried.

C. ADDA Micro Loan Program

This item was tabled until January to clear up some confusing wording.

D. FY18 CEP Program Modifications

The CEP Program started in 1997 with a budget given to the ADDA of \$60,000 derived from hotel/motel taxes. The budget has not increased in the 20 years since the program began. The event security staffing costs have gone up significantly in recent years. A staffing cost increase for event expenses is recommended. Pamela Thompson recommended an increase in CEP Program funds from \$60,000 to \$100,000 annually. This will allow ADDA to fund more events downtown. We typically receive about \$125,000 in funding requests each year. In addition, Pamela Thompson recommended an additional \$100,000 budget to cover the cost of event staffing expenses required by ACCUG such as Solid Waste, ACCPD, Leisure Service rentals, etc. The events, such as Athfest, would then bill ADDA for these expenses, and ADDA will pay them from the additional budget. Lori Paluck motioned to send the CEP funding increase recommendation forward to the Mayor and Commission. Shayne Jordan seconded the motion. Motion carried.

E. Thompson Employment Contract Modification

To be discussed in closed session

F. ADDA Interim Operations

Mike Hamby motioned that Chuck Horton will take over Pam Thompson's position as the signer on the ADDA checking account and also take her place on the Washington Deck POA Board. Mayor Denson seconded the motion, and the motion carried.

7. Financial Report - ADDA and DAPS
Credit card activity will increase dramatically with the installation of the Clayton Street meters in January. The FY17 budget will be modified in the spring to compensate for the increased expenses, so the parking management fee will not be negatively impacted.
8. Suggest agenda topics for following month's meeting
FY18 Parking Budget, Solid Waste update, sidewalk scrubber, DABA contract, Wes Clarke study, Loan Program.
9. Executive Session – Personnel
Motion to enter closed session made by Nancy Denson and seconded by Lori Paluck at 4:15 PM. Motion made to exit closed session made by Nancy Denson and seconded by Lori Paluck at 4:24 PM. Motion made by Nancy Denson and seconded by Lori Paluck to modify Director Pamela Thompson's contract allowing her to collect payment of unused vacation time without the stated six-month notice of departure. Motion carried.
10. Adjourn
Meeting was adjourned at 4:25 PM.

Chris Blackmon, Board Chairman