

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, July 11, 2017, 3:00PM
ADDA Office
250 W. Broad Street
Suite 108**

REGULAR BOARD MEETING

MEMBERS PRESENT: Linda Ford, David Lynn, Mike Hamby, Lori Paluck, Mayor Denson, Chris Blackmon, Richie Knight, Shayne Jordan.

OTHERS PRESENT: Chuck Horton, Jeremy Smith, Christi Christian, Jordan Burke, Russell Edwards, Jay Boling, Phillip Verrustro, Mokah Johnson, Knowa Johnson, Charlie Maddox, Blake Aued, Laura Ann Holland, Ryan Dekle, Sachi De La Cruz.

1. Approval of Minutes- Mayor Denson motioned and was seconded by Chris Blackmon to approve the minutes from the June 13, 2017, regular meeting and the June 22, 2017, special-called meeting. Motion carried.
2. Public Input- Russell Edwards expressed his appreciation for the fireworks. All feedback has been positive, and despite the stormy weather, the event was successful.
3. Community Reports
DABA- no report
CVB- Jay Boling updated the Board on upcoming conventions that will affect downtown. Rekindle the Flame begins July 12, and will bring one thousand visitors to town. The CVB contact person for the ongoing wayfinding project will be Hannah Smith.
Chamber- Richie Knight gave the Chamber update. The Chamber's mid-year event is scheduled for September 28, 2017, at 6:00 PM, at the Botanical Gardens.
4. Directors' Report
Planning and Outreach
 - A. Gift Card Program- David Lynn updated the Board on the status of possible changes to the program. The ADDA is hoping to transition the program from paper certificates to a gift card in order to simplify the management of the program. David's research has led to a potential vendor who provides card services to other towns similar to Athens. Lawrence, Kansas, uses the vendor and has \$300,000 in annual sales. However, Raleigh, North Carolina, suspended their gift card program with the vendor. Most of the vendor customers were happy with the card service. There is a \$5000 implementation

fee. David will find out how quickly the transition can happen, hopefully before Christmas. DABA is still discussing the possible change.

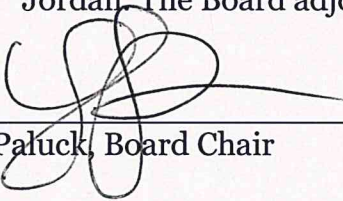
- B. Beautification- ADDA is currently focusing on cleaning up the College Avenue deck. The deck is being pressure washed from top to bottom, and the stairwell is being repainted. The broken glass bricks are being replaced, and the outside of the stairwell is also being painted while the scaffolding is in place. The children's art has been returned to the schools, and the ADDA is working to have murals in the stairwell painted by local artists. The alley behind Bar South was cleared of debris and is finally clean.
- C. Intern Projects- The ADDA summer interns have been busy with individual projects which they presented to the Board. Sachi De La Cruz showed her Story Map project and the QR Code Art Walk Tour. These interactive, family-friendly tours can be linked to the ADDA website. Ryan Dekle has researched TAD districts and wayfinding, and he presented to the Board the downtown business database that he created. The database includes information for about 300 current downtown businesses and organizations that have been categorized and coded to allow graphs to be made from the data. The database can be easily updated as businesses come and go. Laura Ann Holland shared her internet research and the results of the internet survey sent to the business owners. The response rate for the survey was 28%. AT&T was the largest market share, followed by Charter. She also created an informational internet brochure to give to downtown business owners.

Business Services

- D. Four Athens Partnership Request-The new Executive Director of Four Athens, Jordan Burke, updated the Board on Four Athens' recent accomplishments. Four Athens is a start-up business incubator. Last year, Four Athens created 70 downtown jobs. The current goal is to create 80 jobs per year that earn at least \$52,000 in salary. Four Athens previously received rent subsidies from ADDA and would like to begin receiving them again. The recommendation was to give \$1000 per month for six months and then reevaluate the agreement. The Board was interested in the rent subsidies helping women-owned and minority-owned businesses. Mr. Burke has been cleaning up the accounting at Four Athens in the few months he has worked there. The Board decided a MOU was needed for this agreement and postponed the vote until August with a MOU in place.
- E. Downtown Dawgs First Year Takeover- Alison McCullick, UGA Community Relations Coordinator, has borrowed an idea from University of Miami, Ohio, to encourage new students to explore downtown. Incoming UGA freshmen will participate in a scavenger hunt on August 19, 2017 from 10:00-2:00, and visit several downtown locations as they check off their lists. Businesses will be asked to participate and donate coupons and prizes for the students.
- F. Parking Management System Replacement- ADDA received approval from the Mayor and Commission to use DEP funds to acquire a new parking management system. The RFP submissions (4) were received and contract negotiations with the chosen vendor are in process. Implementation of the new

software will begin as soon as possible and will take three months to fully turn over.

5. Unfinished Business- None
6. New Business- ADDA will welcome two new Board members, Katrina Evans and Pete Dugas. They will start next month. The Board and ADDA staff presented Chris Blackmon with a Jamie Calkin print of downtown to thank him for his six years of ADDA Board service.
7. Financial Report- ADDA and DAPS –Our revenue goal for FY17 was \$3.3 million, and the revenues ended up being \$3.4 million. The Board received the financial reports. Mike Hamby requested the reserve account balance be included in the financial report.
8. Suggested topics for next month's meeting- none. Next meeting will be August 8, 2017. Invitations will be sent to commissioners and state representatives for the August 29, 2017 Annual Report meeting.
9. Executive Session- None
10. Adjournment- Richie Knight motioned to adjourn and was seconded by Shayne Jordan. The Board adjourned at 4:28.



Lori Paluck, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach