

**Athens Downtown Development Authority  
Board of Directors Meeting  
Tuesday, November 14, 2017, 3:00PM  
ADDA Office  
250 W. Broad Street  
Suite 108**

**REGULAR BOARD MEETING**

**MEMBERS PRESENT:** Linda Ford, David Lynn, Mayor Denson, Lori Paluck, Katrina Evans, Shayne Jordan, Richie Knight, Pete Dugas.

**OTHERS PRESENT:** Chuck Horton, Christi Christian, Elise LeQuire, Jeremiah Cook, Russell Edwards, Blake Aued, Susanne Warrenfeltz, Pamela Kohn.

1. Approval of Minutes - Katrina Evans motioned and was seconded by Richie Knight to approve the minutes from the October 10, 2017, regular meeting. Motion carried.
2. Public Input- Russell Edwards is looking forward to the Clayton Streetscape details.
3. Community Reports

**CVB-** Jeremiah Cook updated the Board on upcoming conferences. The FBLA conference arrives tomorrow with 2200 students. Manheim Steamroller will be at the Classic Center on December 19<sup>th</sup>. Midfest is December 8-9 which will bring 1000 middle school band kids. Dirty Dancing will be at the Classic Center on December 2. The state Economical Resource team will be in Athens the week after Thanksgiving. The ADDA is hosting a lunch for them at The World Famous on November 29<sup>th</sup>.

**Chamber-** Richie Knight gave the Chamber update. Small business breakfast is next week. The Chamber building was sold to Ricky Chastain.

**DABA-** The Board was given a copy of the Gift Certificate report. The DABA holiday event will be either December 2<sup>nd</sup> or 9<sup>th</sup>.
4. Directors' Report  
Planning and Outreach
  - A. Clayton Street TSPLOST Project- The TSPLOST passed overwhelmingly in the election. The next step will be to form a user group and make preliminary decisions such as the number of traffic lanes on Clayton Street. There is a work session tonight to discuss financing of the TSPLOST projects. The ADDA can make the construction process as painless as possible by keeping the affected merchants informed as much as possible.



- B. Georgia Cities Foundation RLF - Ciné Application- Susanne Warrenfeltz and Pamela Kohn presented their plan to apply for a \$250,000 Georgia Cities loan to help purchase the Ciné building. Because Athens is a Main Street participant, the loan will have the low interest rate of 2-3%. The ADDA will serve as a pass-through for the loan process, but will not be financially responsible for the loan amount. Pete Dugas would like input from Jim Warnes on exactly what liability, if any, ADDA would have should the loan default. With this stipulation, Pete Dugas motioned to support the resolution allowing ADDA to partner with Athens Film Institute to complete the application paperwork for the loan, and Richie Knight seconded the motion. Pete Dugas then motioned to accept the loan if approved by Georgia Cities Foundation. Shayne Jordan seconded the motion. Both motions carried. The directors will have Jim Warnes explain any ADDA liability in the loan process.
- C. Beautification - The flower beds at the College and Washington intersection have been planted through our partnership with the Botanical Gardens and the "Connect to Protect" program. There are about eighty flowerbeds downtown that ADDA hopes to eventually beautify through partnerships with various organizations and business owners. Linda Ford applied for a walkability grant which would help with some planting expenses and incentives. ADDA has also partnered with Keep Athens Beautiful to include the downtown area as "adoptable" spaces. The Art Deco project received 95 submissions from 50 different artists. The top eight submissions will be selected to be displayed on panels in the parking deck stairwell.

#### Business Services

- D. Interior Renovation Grant Program - A final draft of the interior renovation grant program (Business Reach Grant) and application was presented to the Board. Katrina Evans motioned to approve the program guidelines and application process. Pete Dugas seconded the motion, and the motion carried.
- E. Donation Policy - The ADDA is often asked to donate to charity events but has no written policy on donations. Mayor Denson motioned that the ADDA can donate \$50/month, or \$600/year in gift certificates, to be taken from the "awards and promotions" line in the budget. Shayne Jordan seconded the motion, and the motion carried.
- F. Credit Card Fees for Small Transactions - The credit card fees continue to rise. The ADDA moved to the county's processor, Chase Paymentech, last year, but the fees keep going up. IPS, who supplies and maintains the parking meters, works with a company called AMG Payment Solutions which deals specifically with organizations that manage parking and offer lower rates for the transaction fees. By switching to AMG, the credit card transaction savings will be at least \$4000 per month. The directors have been working with ACC Finance, hoping to switch the credit card processor, but the contract does not end until October 2018. Bill Berryman is looking at the contract to see if there is any way the ADDA can be removed from it. Paymentech is attempting to reclassify ADDA as a private, rather than a government entity. This will make our rates even higher, but also may be a way to be removed from the contract.



G. BOS Security Contract - DAPS has become increasingly disappointed with the service of its current security provider, Sizemore, and wishes to begin a new security service contract with BOS, which came highly recommended to Chuck Horton. Jim Warnes is looking over the proposed contract. Pete Dugas asked that other local security companies be asked to provide a bid for the service before making the decision. The security guards patrol the decks and lots from 7:00PM-7:00AM and on weekends, but people are still found sleeping in stairwells in the morning. Chuck has reported the unsatisfactory service to Sizemore. More cameras are needed to cover stairwells. A more detailed security checklist for officer accountability was suggested. Pete Dugas motioned to approve the transition to a new security company with the conditions that the guards will have accountability for their patrols through tracking and checklists as approved by Chuck, and that due diligence is shown in obtaining other bids for the contract. Richie Knight seconded the motion, and the motion carried.

5. Unfinished Business - None

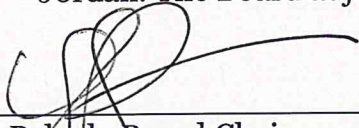
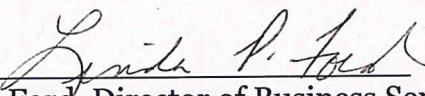
6. New Business - Four VIP passes are available for the symphony performances on December 9<sup>th</sup> and 10<sup>th</sup>. The Holiday Parade is December 7<sup>th</sup>. Richie Knight mentioned an increase in panhandling downtown, and the nighttime activity is more aggressive and frightening. David Lynn has spoken to Lieutenant Epps about the issue. It was suggested that a class for business owners be given to explain their rights in keeping aggressive panhandlers away from their customers.

7. Financial Report - ADDA and DAPS - still ahead for the month and the year.

8. Suggested topics for next month's meeting - Parklets, in-street speakers, delivery lane changes, homeless resource guide for business owners.

9. Executive Session - None

10. Adjournment - Katrina Evan motioned to adjourn and was seconded by Shayne Jordan. The Board adjourned at 4:42.

  
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Lori Paluck, Board Chair  
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Linda Ford, Director of Business Services  
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David Lynn, Director of Planning and Outreach