

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, October 10, 2017, 3:00PM
ADDA Office
250 W. Broad Street
Suite 108**

REGULAR BOARD MEETING

MEMBERS PRESENT: Linda Ford, Mike Hamby, Mayor Denson, Katrina Evans, Shayne Jordan, Jim Warnes, Richie Knight, Pete Dugas (by phone).

OTHERS PRESENT: Jeremy Smith, Christi Christian, Elise LeQuire, Jennifer Zwirn, Jeremiah Cook, Jordan Burke, Russell Edwards, Peter Dale, Kelly Girtz.

1. Approval of Minutes- Katrina Evans motioned and was seconded by Richie Knight to approve the minutes from the September 21, 2017, regular meeting. Motion carried.
2. Public Input- Kelly Girtz spoke to the Board about partnering with The United Way and Action Ministries in a direct outreach project to assist the homeless population in Athens. They want to use social work interns and volunteers to give the homeless service referrals. He requested ADDA to help with the purchase of the iPads (\$2000) needed for the project. The Board expressed concern about the boundary limitations if the assistance was outside of the downtown area. They also discussed overlap with the 211 system, the security and maintenance of the information database, and the ongoing costs of a project like this. More details to follow in upcoming months. Peter Dale also spoke about the growing homeless population and the effects on downtown businesses.
3. Community Reports
CVB- Jeremiah Cook updated the Board on upcoming conferences. The Greek Grind will be held at the Classic Center on October 19th. They are expecting a crowd of at least 2000. The AthHalf is next weekend. The CTAE conference we be in town October 21-24 with 1400 attendees who booked 750 hotel rooms.
Chamber- Richie Knight gave the Chamber update. Women in Business monthly meeting is today at Livewire at 5:30. Tomorrow is a meet and greet with Dr. Means at Athens First Bank. Small business breakfast will be next Tuesday. The topic is workplace sensitivity. Richie brought flyers for the Tech Crawl event he is hosting. Mike Hamby mentioned the Firefly Trail dedication on October 20th.
DABA- ADDA/DABA contract and Gift Certificate Program- Jennifer Zwirn filled in for the sick Shawn Butcher. DABA wants to get back to its roots of advocating for downtown businesses and is ready to settle the future of the Gift

Certificate program. Mike Hamby sees the future of the Gift Certificates as moving toward a gift card that is open for all downtown businesses' participation. Jim Warnes stated that many of the items in the proposal from DABA requesting annual funding from ADDA did not meet the requirements within the ADDA charter. The ADDA cannot use public funds for private events, but some of DABA's proposed events, such as the Holiday Open House, qualify for CEP funds if DABA wishes to apply. DABA will move the gift certificate program to the Athens Area Chamber of Commerce by the end of the year, and the ADDA will no longer manage the program.

4. Directors' Report

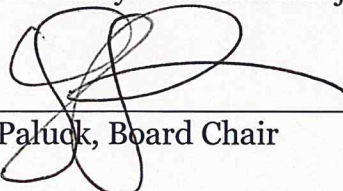
Planning and Outreach

- A. Clayton Street TSPLOST Project- The TSPLOST plans are preliminary but contain several options. If TSPLOST passes in November, considered options include the number of travel lanes, depth of the parking stalls, travel direction, and possible widening of the sidewalks. A user group will be formed, recommendations made, and a timeline set to start the project in June or early fall. The county plans to do all underground work such as storm water/sewer upgrades and utilities to help with costs and keep disruption at a minimum.
- B. Parking Sign for Washington Deck- The Board was shown the chosen parking sign for the Washington Deck. It is the universal blue parking sign that is lit from within. David has applied for the sign permit.
- C. Georgia Department of Economic Development Resource Team Visit- The CVB requested the group come to Athens to review the music tourism offerings. A group of ten people are coming to Athens November 29-30 for a full two-day tour of the Athens music experience. The ADDA is hosting a luncheon for the team at the World Famous and will give a presentation on the current Athens music scene.

Business Services

- D. Parking Management Agreement Management Fee- ADDA received the FY17 management fee from ACC. The 20% share of the net revenue received by ADDA was \$277, 993.00, which was deposited into the ADDA reserve account.
- E. Interior Renovation Grant Program- The Board was given updated guidelines for the interior grant program, which is being called the Business Reach Grant. The program would provide matching grants of up to \$10,000 to businesses within the ADDA boundary whose projects meet the guidelines of the program. The Board decided that Reach Grant recipients could also be eligible to apply for the Janey Mae Cooley Façade Grant. Eligible projects include renovations that create new business, build-out of existing space that increases consumer traffic downtown or improves life-safety or brings the space to ADA compliance. Also eligible, are improvements that increase a building's sustainability, such as energy efficiency. Priority will be given to professional service businesses or businesses that complement the retail mix downtown. Katrina Evans suggested additional guidelines including a minimum age of the building, and proof of a two-year lease.

- F. Parking Study Scope- The previous parking study in 2015 was never completed due to the death of John Edward. The Board initially wished to postpone the study until next year since there is no provision for it in the current budget. Jim Warnes reminded the Board about the parking issues involving downtown residents and their growing need for parking. He also pointed out the eight years it took to get the Washington Deck built. Jeremy confirmed that both decks and all three surface lots are sold out for monthly parking, and in his opinion, a parking study should be done. The Board had further discussion on when the study, if needed, should be done, and how it would be paid for, either with reserve funds or added as a line item in next year's Parking Management Agreement.
5. Unfinished Business- None
6. New Business- Richie Knight mentioned the Tech Crawl.
7. Financial Report- ADDA and DAPS- Financials looking good. License plate reader should be arriving by the end of the year.
8. Suggested topics for next month's meeting- Katrina Evans suggested the idea of parklets as seen in Gainesville. Staff will look into the logistics. The Mayor mentioned the sidewalk stars. Next meeting is November 14th.
9. Executive Session- None
10. Adjournment- Richie Knight motioned to adjourn and was seconded by Mike Hamby. The Board adjourned at 4:30.



Lori Paluck, Board Chair



Linda Ford, Director of Business Services