

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, May 8, 2018, 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, Pete Dugas, Shayne Jordan, Mike Hamby, Chuck Toney, Jennifer Zwirn

OTHERS PRESENT: Chuck Horton, Christi Christian, Elise LeQuire, Jeremiah Cook, Greg Sowell, Russell Edwards, Devin Clower, Melissa Link

1. Approval of Minutes – Mike Hamby motioned and was seconded by Shayne Jordan to approve the minutes from the April 10, 2018, regular meeting. Motion carried.
2. Public Input- Russell Edwards would like to see interactive family-friendly infrastructure included in the Clayton Street project. Devin Clower is attending to learn about updates on the Clayton Street project.
3. Community Reports

CVB- Jeremiah Cook updated the Board on the busy conference season. There are three big upcoming conferences. The Bubble Guppies will be at the Classic Center tonight. The Resource Team will be returning to give their economic development and tourism report on June 7th at 6:00PM.

Chamber- Chuck Toney spoke about the narrowing search for the new Chamber President.

DABA- Jennifer Zwirn updated the Board on Shawn Butcher's new job and the transfer of the gift certificate management to the Chamber. DABA hosted a Solid Waste meeting to discuss trash collection and possible future changes.
4. Directors' Report

Planning and Outreach

 - A. **Resolution regarding Tax Levy & Assessment for 2018** – As part of the 1977 legislation, property owners within the ADDA boundary pay a 1 mil property tax for the operation of the ADDA. In order to collect that tax revenue, an annual authorizing resolution must be passed. Mike Hamby motioned to approve the Resolution to authorize the 2018 collection of the 1 mil tax, and Mayor Denson seconded the motion. Motion carried.
 - B. **TSPLOST Update** – The discussion on the preliminary design of the Clayton Street project continues tonight at the ACC Mayor and Commission work session. David Lynn and Linda Ford attended a user group session on April 27 with the Public Works Director, SPLOST Manager, and David Fluck. The ADDA

Directors passed along the concerns of the business community as well as the concern for the loss of twenty-one parking spaces on Clayton Street. They also requested additional public input on the streetscape design. Mike Hamby mentioned that Jackson Street and Wall Street would also be discussed at tonight's meeting, as well as the possibility of making Wall Street a public gathering space. There was discussion by Katrina Evans on the possibilities of having an attractive gateway at Clayton and Thomas Streets to lure Classic Center visitors into downtown.

- C. **FY19 CEP Recommendations** – Since last month's meeting, one change in the budget CEP budget was made. \$2000 was moved from the Athens Symphony budget line to the Athens Maker Fest as requested by Mike Hamby. Shayne Jordan proposed moving \$500 from the Star Spangled Classic and putting it toward the Mural Arts Program. She also suggested taking another \$500 from the Star Spangled Classic to put towards the African-American Performing Arts Program. Mayor Denson motioned to approve the FY19 CEP Recommendations as amended, and Katrina Evans seconded the motion. Motion carried.
- D. **Georgia Cities Loan to Cine - Update** – Cine has been approved for the full \$250,000 loan. Cine is close to their goal of raising \$100,000 needed to secure the loan, and they are very confident they will meet their July deadline to raise the funds.

Business Services

- E. **Request from Solid Waste: Purchase of Multi-Surface Cleaning Machine** – Suki Janssen at Solid Waste has requested help from the ADDA to purchase a smaller cleaning machine to reach the tight spaces on the sidewalks where the sidewalk scrubber cannot go. The cleaning equipment costs \$9,700. Mayor Denson motioned to approve the ADDA purchase of the Multi-Surface Cleaning Machine for Solid Waste. Chuck Toney seconded the motion, and the motion carried.
- F. **ADDA Work Plan Update** – The current work plan was created at the Board Retreat in May, 2017. Since the creation of the work plan, several goals have been completed. The Economic Impact Study was created. The micro-loan and Reach Grant programs were created. The Four Athens rent subsidy was reestablished. The Directors reach out to new businesses looking to move into downtown and also cold call potential new businesses with information on what spaces are currently available. An internet survey was conducted and an internet literacy brochure was created. The parking study has been postponed indefinitely, and the gift certificate program has been transferred to the Chamber. Pete Dugas requested a copy of the new business packet. He would like a more technical evaluation of the internet situation. He will contact Derek Doster for the technical information. The Annual Report was presented publicly in August and is posted on the website. ADDA hosted a couple of technology workshops in partnership with Four Athens on internet and website development. ADDA sends out a weekly downtown newsletter and a monthly calendar. ADDA incentive programs are promoted at workshops, online, and in new business packets, and non-ADDA incentives available downtown are also

promoted. Pete Dugas suggested linking the ADDA website with the ACC Economic Development website to list all available incentives to better lure in new businesses. ADDA partnered with the Botanical Gardens to do the plantings near City Hall. The decks are being cleaned every other year, and the stairwell was cleaned, painted, and repaired. ADDA has sponsored two public art projects, the Project Gingko mosaics and the Art Decko vertical mural gallery. ADDA ran commercials that appealed to families. We are still working on streamlining the event application process. The ADDA sponsored North of the Arch to bring students downtown during the day. ADDA will propose ideas for SPLOST 2020. The ADDA has applied for various grants to improve downtown and also passed along grants to our partners including Lyndon House and Pop Fest. There was discussion on the process of making recommendations to the Mayor and Commission. Katrina Evans requested an agenda item for next month's meeting for the Board to consider a letter of support for the Clayton Street business owners and a statement of goals for the TSPLOST design for the east end of Clayton Street by the Classic Center.

G. **Wayfinding Proposal** – The ADDA Directors recently met with Joe Burnett and Todd Vaught, of Dimensional Innovations, to discuss a downtown wayfinding system. The ADDA has \$25,000 left over from last year's wayfinding budget, as well as a proposed \$30,000 budget for next fiscal year, and an additional proposed \$25,000 for a wayfinding consultant. Katrina Evans motioned the ADDA solicit a proposal from Dimensional Innovations for downtown wayfinding. The motion was seconded by Pete Dugas. Motion carried. Lori Paluck will appoint a wayfinding committee. Chuck Toney agreed to serve on the committee.

H. **ADDA Budget** – The ADDA tax revenue will increase by about \$91,000 next year due to the expanded downtown boundary and The Standard losing their brownfield exemption. However, the parking management fee will decrease because of the loss of the Hotel Indigo parking lot and the construction on Clayton Street. The Mayor's budget added \$75,000 due to the new parking management system and increasing parking fine collection. The Board was given the proposed budget and recommendations by the Finance Committee. Katrina Evans motioned to table discussion on the ADDA budget. Pete Dugas seconded the motion and suggested greatly increasing the website budget. Motion carried.

5. Unfinished Business – None

6. New Business – Katrina Evans would like to consider a motion on a formal position on Clayton Street at Thomas Street and discuss procedures for due diligence. Mike Hamby requested information on current parking availability.

7. Financial Report – The Board was given expense and revenue reports for ADDA and DAPS.

8. Suggested topics for next month's meeting –

9. Executive Session – Katrina Evans motioned to move into executive session and was seconded by Pete Dugas. Motion carried, and Executive Session began at 4:50PM. After Executive Session, Pete Dugas motioned that the Athens Downtown Development Authority supports the concept of a public-private partnership with Athens Hospitality Holdings Group, LLC, on the property known as 250 Strong Street. This support is based on the benefit that the proposed Athens Creative Campus will provide to downtown Athens by increasing the tax base and increasing jobs within the boundaries of the Athens Downtown Development Authority. The motion was seconded by Mayor Denson. Motion carried.
10. Adjournment – Shayne Jordan motioned to adjourn the meeting at 5:17 PM, seconded by Katrina Evans, and the meeting was adjourned.

Lori Paluck, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach