

**Athens Downtown Development Authority
Board of Directors Meeting
Tuesday, November 13, 2018, 3:00 PM
ADDA Office
250 W Broad Street, Suite 108
Athens, Georgia**

REGULAR BOARD MEETING

MEMBERS PRESENT: Linda Ford, Mayor Denson, Katrina Evans, Jason Leonard, Drew Dekle, Chuck Toney.

OTHERS PRESENT: Greg Sowell, Christi Christian, Chuck Horton, Blake Aued, Jim Flannery, Jay Boling, Jared Bybee.

1. Approval of Minutes – Mayor Denson motioned and was seconded by Drew Dekle to approve the minutes from the October 9, 2018, regular meeting. Motion carried.
2. Public Input- none
3. Community Reports- CVB- Jay Boling updated the Board. The General Missionary Baptist Convention of Georgia will be in town through Thursday night. Ice skating and hockey will begin by the end of the month. Cirque Dreams holiday show will take place in the Grand Hall on November 29th. Shop with a Bulldog will take place November 30-December 1 in the Athena Ballroom. The football banquet will be held December 2nd. DABA had no representative to report. The Chamber is working on their strategic planning process which they plan to reveal at the February Annual Meeting.
4. Directors' Report
Planning and Outreach
 - A. SPLOST 2020 Project Submission- The Washington Street project submitted to SPLOST included both infrastructure improvements and public gathering spaces. The next step for the project is to undergo a technical review. WLA Associates provided some rough drawings of what the finished project could look like. The images were shared in a power point presentation.
 - B. Clayton Street Visual Preference Survey Results- Twenty-eight people have responded so far to the visual preference survey. The survey was sent to the Clayton Street list of business and property owners. The results of the survey will be sent to the elected officials for their consideration before the vote in February.
 - C. Georgia Cities Foundation Loan- 100 Prince Avenue- Staff recommends approving the resolution to support the application for the Georgia Cities Foundation Loan to build an urban Piggly Wiggly at the 100 Prince Avenue location. The resolution of support is necessary to begin the application

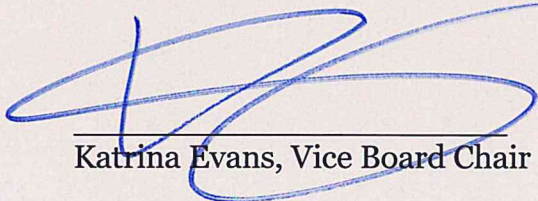
process. Mayor Denson motioned to approve the resolution of support and was seconded by Chuck Toney. Motion carried.

Business Services

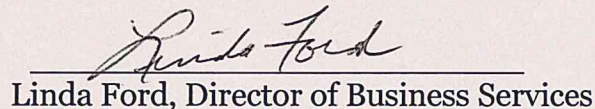
- D. Four Athens Partnership- Renewal of MOU- At the last meeting, staff recommended extending the Four Athens MOU for another six months, giving Four Athens a \$1000 per month rent subsidy. Jim Flannery provided additional information requested by the Board. Mayor Denson motioned to extend the MOU for an additional six months and was seconded by Jason Leonard. Motion carried.
- E. Request to Mayor and Commission: 1) additional parking holidays; 2) remove meters at handicapped parking spaces - MLK Day and Memorial Day are federal and county holidays that are not currently included in the parking ordinance as free parking days. Staff recommends adding those two holidays to the free parking holiday list in order to keep everything consistent. The revenue lost would be minimal. Chuck Toney motioned to approve the request to the Mayor and Commission to add MLK Day and Memorial Day to the list of free parking holidays. Mayor Denson seconded the motion. Motion carried. Some of the handicapped spaces downtown are metered and some are not. People in wheelchairs are having difficulty reaching the pay slots on the meters. The parking staff recommends removing the meters at the handicapped spaces that currently have them, so that all handicapped spaces will be consistent. The Board discussed necessary enforcement of the handicapped permit laws. Jason Leonard motioned to approve the request to the Mayor and Commission to remove the parking meters from the handicapped spaces. He was seconded by Chuck Toney, and the motion carried.
- F. Letter of support for Culinary Kitchen of Athens- Rashe Malcolm owns a catering business and a food truck. She has spoken with ACC HCD about creating a Culinary Kitchen at the 909 Broad location, and she may be applying for the ADDA Reach Grant. She is asking ADDA for a letter of support. Drew Dekle motioned to provide a letter of support for the Culinary Kitchen of Athens. Jason Leonard seconded the motion, and the motion carried.
- G. Parking Deck Maintenance (standing water) - There is a problem with water standing in the Washington Deck. The water does not drain and the drains appear to be blocked. Beth Smith in facilities will have a plumber from the county look at the situation. She will also place both decks on the county preventive maintenance program. Deck cleanliness is another problem. To pressure wash and reclaim the water will cost \$50,000-\$100,000 per year per deck. The budget will need to be increased to accommodate the needed cleaning. The Board discussed the possibility of a service contract for a reduced rate, or utilizing the sidewalk scrubber, or purchasing our own equipment and hiring staff to operate it.
- H. Regional Marketing for Downtown Athens- Chuck Toney presented a social media marketing recommendation provided by his associate, Laura Lee, at Jackson Spaulding. The targeted location was surrounding areas of northeast Georgia, and the targeted audience was people who had heard of Athens but never been or visited once before. The recommendations also included cost

estimates for banner ads, paid social ads, and Google paid search. The Board will review the information.

- I. ADDA FY19-FY20 Work Plan - The Board was presented with a work plan for next fiscal year. Several items are listed as "ongoing" that will be carried over from this year. Drew Dekle motioned to approve the ADDA FY19-FY20 work plan and was seconded by Jason Leonard. Motion carried.
 - J. Request for Ideas (RFI)- Bus Kiosk on E. Washington Street-Last month, the Board discussed submitting an RFP on this property, but since it is owned by the county, staff will instead submit a RFI (request for ideas). By doing so, we can judge the level of interest in the property and have proposed ideas in hand before going to the Mayor and Commission.
5. Unfinished Business- None
 6. New Business- None
 7. Financial Report- Parking revenue is \$20,000 ahead so far this year to reach the \$4 Million revenue goal.
 8. Suggested agenda topics for following month's meeting –
 9. Executive session- None
 10. Adjourn- Mayor Denson motioned to adjourn and was seconded by Chuck Toney. The meeting adjourned at 4:05.



Katrina Evans, Vice Board Chair



Linda Ford, Director of Business Services

