

**Athens Downtown Development Authority  
Board of Directors Meeting  
Tuesday, October 9, 2018, 3:00 PM  
ADDA Office  
250 W Broad Street, Suite 108  
Athens, Georgia**

**REGULAR BOARD MEETING**

MEMBERS PRESENT: Linda Ford, David Lynn, Mayor Denson, Katrina Evans, Jason Leonard, Mike Hamby, Chuck Toney.

OTHERS PRESENT: Greg Sowell, Christi Christian, Jeremy Smith, Elise LeQuire, Norm Scholtz, Blake Aued, Russell Edwards, Jonathan Wallace, Andrew Malec, Tyler Leslie.

1. Approval of Minutes – Mayor Denson motioned and was seconded by Chuck Toney to approve the minutes from the September 11, 2018, regular meeting. Motion carried.
2. Public Input- Russell Edwards, as part of the Clayton Street public art design selection committee, mentioned seeing great art concepts for the Clayton SPLOST project.
3. Community Reports- CVB- None. DABA- None. The Chamber held its mid-year event at 1 Press Place. A Strategic Planning process is underway.
4. Activating Bus Kiosk on Washington Street- Character Built Construction- Tyler Leslie and Andrew Malec presented their concept of a café/bistro-style restaurant at the abandoned bus kiosk on Washington Street. The Board was shown the renderings and asked questions about changing curb lines, funding possibilities, historic preservation, and square footage. Both the small and large concepts presented use outdoor seating. Mike Hamby motioned to direct staff to develop language for an RFP which lays out the conditions of ownership and renovation of the bus kiosk space, and he was seconded by Mayor Denson. Motion carried.
5. Directors' Report  
Planning and Outreach
  - A. Potential SPLOST 2020 Project- The deadline for SPLOST proposals is November 11, 2018. At the Board retreat in September, the Board narrowed the list of proposals down to the Washington Street corridor and included the College Avenue area. ADDA staff needs authorization from the Board to submit the proposal for SPLOST on behalf of the Board. The estimated budget for the project is \$18 million. The proposal should include the boundaries of the project, Washington Street from Thomas to Pulaski, and College Avenue between Broad and Hancock. Mayor Denson motioned to add language to the proposal defining the project boundaries and fine-tuning the proposed budget



and then authorizing ADDA staff to submit the SPLOST proposal. Jason Leonard seconded the motion, and the motion carried.

- B. Visual Preference Survey- Some of the areas surveyed will be sidewalk and crosswalk design, lighting, benches, alleyway designs, pedestrian mall designs, murals and trees. Using a software called Qualtrics, the user can rank the images shown in the order of preference. The user can also upload their own image and add comments. The survey will be sent to all business owners and stakeholders downtown.

#### Business Services

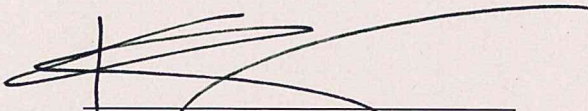
- C. Four Athens Partnership- Renewal of MOU- Jonathan Wallace was present to represent Four Athens. ADDA staff recommend renewing the MOU with Four Athens subsidizing their rent \$1,000 per month for the next year as long as they are located within the ADDA boundary and comply with the reporting requirement. Mike Hamby asked if the newly created businesses subsidized are staying downtown or going elsewhere. He also wanted more information on the Four Athens budget. After some discussion by the Board, Mike Hamby motioned to table the discussion until more information was provided and was seconded by Jason Leonard. Motion carried, and the discussion was tabled until a future meeting.
  - D. Botanical Garden Partnership, Connect to Protect flowerbeds – Renewal of MOU. Mayor Denson motioned, seconded by Chuck Toney, to renew the MOU with the Botanical Gardens for the Connect to Protect flowerbeds. Motion carried. Urban Forestry is in contact with landscape management about possibly doing more flowerbeds downtown.
  - E. Regional Marketing for Downtown Athens – The Board was presented with information and costs to market downtown in regional newspapers and social media and television. Jason Leonard will ask Ancel Briley for social media suggestions. Chuck Toney will have other marketing information at the November meeting.
  - F. 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. The Board would like to look over the work plan and share input at the next meeting. Mike Hamby suggested forming subcommittees as a way for the Board to be more involved in implementing items on the work plan.
6. Unfinished Business- None
7. New Business- Cine received the Governor’s Arts and Humanities Award. Linda Ford and David Lynn travelled to Atlanta for the presentation. Chuck Toney will resign his ADDA Board position as the ADDA Chamber Representative, and he will appoint someone else to take his place.
8. Financial Report- Parking revenue is on track to hit the \$4 Million goal. The new software and streamlined collection process has helped considerably.



9. Suggested agenda topics for following month's meeting - Work plan, regional marketing plan, RFP for bus terminal, visual preference survey, and diagrams from the preliminary designs for College Avenue.

10. Executive session- None

11. Adjourn- Mike Hamby motioned to adjourn and was seconded by Chuck Toney. The meeting adjourned at 4:22.

  
\_\_\_\_\_  
Katrina Evans, Vice Board Chair

\_\_\_\_\_  
Linda Ford, Director of Business Services

\_\_\_\_\_  
David Lynn, Director of Planning and Outreach