

**Athens Downtown Development Authority
Board of Directors Meeting
Thursday, October 10, 2019
2:00 PM-4:00PM
ADDA Office
250 W. Broad Street, Suite 108
Athens, Georgia**

REGULAR BOARD MEETING

MEMBERS PRESENT: Drew Dekle, Linda Ford, Kelly Girtz, Mike Hamby, Jason Leonard, David Lynn, Whit Richardson, and Dexter Weaver

OTHERS PRESENT: Michael Bien, Jeremiah Cook, Chuck Horton, Elise LeQuire, Greg Sowell, Rachel Swartz, and Jennifer Zwirn

1. Approval of Minutes – Mike Hamby motioned to approve the minutes from the September 12, 2019, regular meeting. Whit Richardson seconded. Motion carried.

2. Public Input- none

3. Community Reports-

CVB –Two conferences will be held this month. The first is STEM Forum on October 20-22, expecting 750 attendees. The second conference is GAHPERD (Georgia Association of Health, Physical Education, Recreation and Dance) will be at the Classic Center on October 12-15 and will include about 300 attendees. The annual meeting for the CVB will be October 24 from 8:30am to 10:00am.

The Chamber of Commerce – The Mid-Year Event at the Athens Airport was a successful event. Kevin Price Construction sponsored the event. The Business Expo will be at the Classic Center on October 29. Business After Hours will be on October 17 at The Courtyard Marriott. Athena Nominations are open for 2020. Please let the Chamber know if there is anyone you would like to nominate.

DABA- none

5. Directors' Report –

Planning and Outreach

A. Façade Grant Application from Chris Peterson

The Façade Grant Committee is reviewing an application from Chris Peterson for 164 E. Clayton Street. If awarded, the grant will be used to offset the replacement

costs of the second-story windows. The application only includes one quote, because no other vendor would submit a quote for the extensive custom work. The applicant has already acquired a Certificate of Appropriateness from the Historic Preservation Commission. Motion was made by Mike Hamby to approve the request, contingent upon approval by the Façade Grant Committee, and seconded by Whit Richardson. Motion carried.

B. Update on green space at Lumpkin St./Washington St

The ADDA is taking the next steps with the green space at Lumpkin St./Washington St. The next step in the process is to enter into an agreement with Athens-Clarke County to finalize the responsibilities of both parties towards the creation of the park, and the management and maintenance of the park thereafter. If the Memorandum of Understanding (MOU) passes at the next Mayor and Commission Meeting on November 5, 2019, then the planning process will begin, and a public input session will be held on November 14, 2019. The Directors would like to contract with WLA Studio to assist in the creation of the park, and Columbia Engineering for an environmental assessment. Drew Dekle made a motion to authorize the Directors to execute a contract for professional services with WLA Studio, contingent upon the Athens-Clarke County Mayor and Commission approving the MOU at its November 5th voting session. Kelly Girtz seconded the motion. Motion carried.

C. Update on Western Downtown Historic District

David Lynn updated the Board regarding the proposed Western Downtown Historic District. This new area includes the area of downtown west of N. Lumpkin Street. Information was given to the board regarding the designation process from Athens-Clarke County Planning and correspondence from Gameday Management to Gameday property owners regarding their objections to being included in a new historic district. The ADDA is a property owner within the Gameday complex. The Mayor and Commission will start deliberation on the proposed District in November and December.

Business Services

D. Update on Online Marketing Workshop

The Marketing Workshop was held on September 26 at Kaptiv8. Ten individuals from downtown businesses attended. Feedback from the workshop was extremely positive. We expect some online marketing grant proposals to be submitted in the coming months.

E. Sales of Products Produced in Commercial Kitchens (restaurants)

At the September 2019 ADDA meeting, the board wanted to explore what would be involved in the outside sales of products produced in commercial kitchens, such as restaurants. The board was provided with an outline of the process that restaurants would need to follow to have products approved for outside sales. Linda Ford explained that the ADDA is developing a manual for business with the steps and it will be available on the ADDA website.

F. Reconfiguration of Parking Office Interior

Downtown Athens Parking Services (DAPS) staff has worked with Central Services Facilities Management to redesign the interior of the DAPS office located on College Ave. The purpose of the redesign is to make the office more secure by adding a physical barrier between the office personnel and the public, similar to what was recently added at the Board of Elections office. The redesign will also add an office space to the right of the counter. The doors that open to DAPS work area will have keypad access. The ADDA will purchase the materials and Facilities Management will do the construction. They estimate the time for the construction will be about a month.

6. Outreach Coordinator Update-

Michael Bien, Outreach Coordinator, updated the board on the meetings and outreach efforts downtown. He sees the need for partnering with business owners, providing an information sheet that includes regulations and laws, providing training on trauma, mental health 101, and how to respond to different situations. Mr. Bien sees a need for needs assessment or short survey.

7. New Business- none

8. Updates-

Whit Richardson asked for an update on the projector for Wild Rumpus. Linda Ford said that Timi Conley did purchase the video mapping projector and was testing it on City Hall and that it looked incredible.

Jason Leonard also mentioned that he read in the Red and Black that Thanksgiving break was changing this year and more students would possibly be in town for the Texas A&M game.

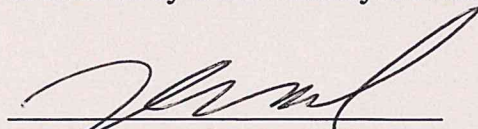
Board also brought up a discussion on the routes of the ATHHalf and trying to get the finish back downtown.

8. Financial Reports – Linda Ford stated that she thinks this is the best revenue month parking has ever had, bringing in \$363,000.00. Chuck Horton said there are about 30 cars that consistently get booted. The three home football games in September also contributed to the increase in revenue. Also, there are more monthly parking passholders. The College deck has been closing around three days a week to protect the monthly passholders. He has also noticed more college students using the deck. Mike Hamby asked about the potential of the top of the deck to be rented for tailgating space.

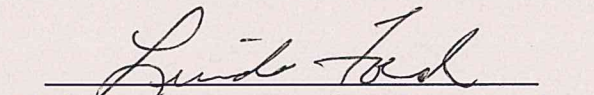
9. Suggested topics for following months meeting: Whit Richardson asked for updates on the grants that the ADDA awards (pictures of bathrooms, windows, etc.). Jennifer Zwirn asked if Michael Bien could do a fact-finding session for the entirety of downtown. DABA and ADDA could potentially collaborate on this.

10. Executive session – ADDA lawyer, Greg Sowell, reminded the board and guests about the rules of executive session. The ADDA executive session meets for real estate, litigation, or personnel issues. Drew Dekle made a motion to go into executive session and Mike Hamby seconded. Executive session began at 3:01pm. Drew Dekle made a motion at 3:11pm to adjourn executive session and Kelly Girtz seconded.


11. Adjourn- Whit Richardson motioned to adjourn the regular meeting and was seconded by Mike Hamby. Motion carried. Meeting adjourned at 3:12pm.



Jason Leonard, Board Chair



Linda Ford, Director of Business Services



David Lynn, Director of Planning and Outreach