

**Athens Downtown Development Authority  
Board of Directors Meeting  
Thursday, March 11, 2021  
2:00pm – 4:00pm  
WebEx/YouTube Live  
<https://www.youtube.com/watch?v=uAomPCgp4Uo>**

**REGULAR MEETING**

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

OTHERS PRESENT: Greg Sowell, Rachel Swartz, Michael Bien, and Jay Boling

1. **Approval of Minutes** – Kelly Girtz motioned to approve the minutes from February 18, 2021. Mike Hamby seconded. Motion approved.

2. **Public Input** - none

3. **Community Reports**

**CVB** – The CVB is working with Classic Center on a “BOOK NOW” campaign for booking events into 2022 and TO continue the AthVenture Campaign for this spring and summer travel season and active outside leisure activities. Jay Boling will be attending a trade show in Las Vegas at the end of May to get some business to Athens for sports diversity. They ran an ad to showcase Athens sports facilities to a broader audience. Also, just a reminder to any partners of the CVB can post events or offers on the CVB website for free.

**Chamber** – Beginning March 12 at 8:30am, the Public Policy Division is hosting a weekly call on Friday mornings. The first one will be with the Georgia House and Senate. On March 17, the Women in Business Committee will host a Lunch & Learn with Lara Katz from UGA SBDC. Coming up on April 12 there will be a Golf Tournament. Lastly, the Annual Meeting is now available on the website.

**DABA** – none

**Downtown Outreach** – There have been some increased visibility and issues with persons of concern. The outreach team is responding to those around Athens and downtown as much as possible. It is going to be a challenge as the weather gets nicer. Michael Bien said they are responding with increased outreach.

## 4. Directors' Report

### Planning and Outreach

- A. **Clayton Street Update** – Currently the construction crew is working on the south side of Clayton Street between Bank of America and Onward Reserve. There is a new project manager, Diana Jackson. She has been very active in merchant outreach and problem solving.
- B. **Hot Corner Mural Park Update** – David Lynn gave a presentation to the Mayor and Commission on Tuesday, February 9. They are scheduled to give their final approval in April. The construction company doing work on the Costa building wants to put handicap access on the mural side of the building. They think they can do that without disrupting the mural or the park plans. Lastly, ACC Manager Blane Williams asked if the ADDA would be interested in moving the statue of Ben Epps to a more appropriate place in Athens; potentially across the street or to the airport.

### Business Services

- C. **Athens Mural Alley** – The Athens Mural Alley is located between the Cotton Exchange Building and Chick Music. The Athens Art Council, Lyndon House, and ADDA put out an artist call and seven artists were chosen. The murals will be painted on panels and not directly on the building. The ADDA is also looking to add festival lighting, thermoplasty, and signage. The ADDA would meter and pay for any electricity needed. Greg Sowell mentioned that if we are encouraging visitors to the alley there needs to be enough lighting sufficient to be deemed safe. Linda Ford said the Cotton Exchange has added lighting and cameras.
- D. **Eco Station Solid Waste Collection in Downtown** – The ADDA has worked with Suki Jansen for several years to put Eco Stations in the downtown area. During the last year, Solid Waste started a pilot program where dumpsters were placed downtown for waste disposal and the merchants have not had any issues. The Mayor and Commission will vote on making this program permanent in April, starting with Clayton Street. Whit Richardson suggested that composting be added to the Eco Stations.
- E. **Georgia Exceptional Main Street Community** – Athens was selected as a Georgia Exception Main Street (GEMS) Community by the Georgia Mainstreet Association (GMA). There are only 18 GEMS communities in Georgia. Jessica Reynolds from GMA will give a short presentation at the April Mayor and Commission meeting to officially designate Athens as a GEMS community.

5. **Old Business** – Drew Dekle discussed at the February 2021 meeting that several parking meters were jammed or not working. Jeremy Smith has designed a sticker that will go on all the meters with the parking office telephone number on it. Also, it is time for several meters to be replaced.

6. **New Business** – Mayor Girtz advised the board about a phone call with the General Service Administration of the Federal Government regarding the possibility of a property exchange. He will be meeting for further details on March 19, 2021.

7. **Financial Report** – Revenue is down \$800,000 compared to this time last year due to Covid and construction.

8. **Suggested addenda topics for next meeting** – none

9. **Executive Session** - none

10. **Adjourn** – Kelly Girtz motioned to adjourn, and Drew Dekle seconded. Meeting adjourned at 2:29pm. The next meeting is scheduled for March 11, 2021.

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Jason Leonard, Board Chair

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Linda Ford, Director of Business Services

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David Lynn, Director of Planning and Outreach