

**Athens Downtown Development Authority
Board of Directors Meeting
Thursday, June 10, 2021
2:00pm – 4:00pm
225 W. Broad Street, Studio 225**

REGULAR MEETING

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

OTHERS PRESENT: Greg Sowell, Jay Boling, Sam Levy, and Rachel Swartz

1. **Approval of Minutes** – Kelly Girtz motioned to approve the minutes from May 13, 2021. Whit Richardson seconded. Motion approved.

2. **Public Input** - none

3. **Community Reports**

- **CVB** - Athens Restaurant Week is being planned for July 10-17. The Georgia Association of Career and Technical Education Summer Leadership Conference will be at the Classic Center July 14-16. Georgia Cyber Academy Staff retreat will be July 18-23. There has been a large increase in scheduled events and the CVB expects a very busy fall and spring.
- **Chamber** – Whit Richardson announced that the Athens Chamber of Commerce has hired two new staff members: Marissa Chastain and Jake Hendon. Chamber events will be in-person starting with the New Member Social hosted by Livewire on June 10 from 5:00 PM – 7:00 PM. The Small Business Breakfast will be on June 17 at 8:30 AM discussing the topics of diversity, equity, and inclusion.
- **DABA** – none
- **Downtown Outreach** – Jason Leonard told the board that he, along with Kelly Girtz and Michael Bien, attended the Athens Homeless Coalition Meeting.

4. **Directors' Report**

- A. **Community Enhancement Program (CEP) FY22 Funding Request** – For FY2022 the CEP funding in the Athens-Clarke County budget is \$65,000 funded from the Hotel/Motel Tax Special Revenue

Fund for operating expenses. Unexpended funds lapse at the end of each fiscal year. David Lynn reviewed all applications for funding requests based on the diversity of the event and the attendance and impact of the event. There are 16 applications for FY2022 requesting a total funding amount of \$114,051. Each request has been reviewed for program need, merits, and benefit. Mike Hamby would like to see more funds go to new and smaller events and suggested that the board table this discussion for the next meeting. Discussion tabled for next meeting.

- B. **Downtown Park Update** – The Board was provided with copies of the Downtown Park rendering that included the addition to the Costa Building. Construction of the park will be timed with the renovation of the Costa Building.
- C. **Wayfinding Update** – The Sign Bros. are in the process of finalizing the designs. Proofs will be available soon. Gregg Sowell suggested creating a policy that defines what businesses would be included in the wayfinding signs.
- D. **Façade Application for Horton’s Drug Store** – Horton’s Drug Store recently had a fire that destroyed the façade of their store. They plan to return to the original design and have applied for a Façade Grant. Whit Richardson moved to approve the grant request contingent upon approval from the Façade Grant Committee and the issuance of a Certificate of Appropriateness. Drew Dekle seconded. Motion approved.

Business Services

- E. **ADDA FY22 Budget** – Linda Ford presented the FY22 budget and narrative to the board. The revenue from parking has decreased, but the tax revenue will increase. Kelly Girtz motioned to approve the FY22 Budget. Drew Dekle seconded. Motion approved.
- F. **Restaurant Week** – The ADDA is working with Hannah and Katie at the CVB for Athens Restaurant Week, July 10-17. The ADDA will help with marketing and signing up downtown restaurants.
- G. **Public Art Grant Application, 225 W. Clayton Street** – Lori Paluck has submitted the application, and it is already approved by the Historic Preservation Commission. She will be working with artist Chris Wyrick. No design has been submitted to the Art Committee. Drew Dekle motioned to approve the grant request contingent on approval from the Art Committee. Whit Richardson seconded. Motion passed.

5. Old Business -

6. New Business – There will be a retirement luncheon for Barbara Jean Brown at Starland Pizza on Friday, June 11 from 11-1pm. Please stop by and wish Barbara a happy retirement.

7. Financial Report – Unlikely that the parking revenue will total \$3MIL like before the pandemic.

8. Suggested addenda topics for next meeting – none

9. Executive Session - none

10. Adjourn – Drew Dekle motioned to adjourn, and Mike Hamby seconded. Meeting adjourned at 2:44 PM. The next meeting is scheduled for August 5, 2021.

Jason Leonard, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach