

**Athens Downtown Development Authority
Board of Directors Meeting
Thursday, April 13, 2023
2:00pm-4:00pm
Gameday Conference Room
250 W Broad St**

REGULAR MEETING

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

OTHERS PRESENT: Greg Sowell, Michelle Nguyen, and Rachel Swartz

1. **Approval of Minutes** – Mike Hamby motioned to approve the minutes from the March 2023 Board Meeting and Drew Dekle seconded. Motion passed.

2. **Public Input** – none

3. **Community Reports**

- **CVB** - none
- **Chamber** – David Bradley reported that the Chamber will be hosting a meeting on April 19, 2023, at First American Bank to talk about panhandling and homelessness. Secondly, the Chamber is also working on getting partners for workforce development.
- **DABA** – none

4. **Directors' Reports**

Planning and Outreach

A. **Ambassador Program Update** – Michelle Nguyen shared with the board that the Ambassador Program pilot will be starting on May 4, 2023, and will run through the end of June 2023. There will be two Welcome Center staff members available with handouts to assist visitors with a variety of information. At the end of the program, the board and the Welcome Center can determine the next steps.

B. **Tax Levy & Assessment for the Year 2023** - ADDA needs to recommend a millage rate levy to the Athens-Clarke County Unified Government.

Mike Hamby motioned to adopt the following resolution:
Under authority of the Act creating the Athens Downtown Development Authority (Georgia Laws 1977 Session, 3533) the Authority hereby recommends levy and assessment for the year 2023 on the real property in the downtown Athens area as defined in said Act at a tax of one (1) mill upon

the value of said real estate as fixed by the Tax Digest of Athens-Clarke County.

Drew Dekle seconded. The resolution was approved.

- C. **FY24 Community Enhancement Program (CEP)** – ADDA Staff reviewed all applications for funding requests for FY2024 CEP funds. There were 17 applications requesting a funding amount of \$152,670. David Lynn provided the board with recommended funding based on \$60K and \$90K that has been historically allocations for the Community Events Program. Mike Hamby motioned to hold the recommendations until after the Mayor and Commission vote on the budget. Kelly Girtz seconded. Motion passed.

Business Services

- D. **Business Reach Grant – 320 E. Clayton Street (Michael Brothers Building)**- The applicant plans to add insulation in the attic, roof, upper floor ceilings, which will increase energy efficiency and extend the life of the HVAC unit. Mike Hamby motioned to approve the grant request up to \$10,000 and Drew Dekle seconded. Motion passed.
- E. **Downtown Entrepreneur Grant – 142 E Clayton Street (fab'rik)** – Melissa Ripley from fab'rik is requesting a matching grant for an HVAC unit for \$9352.50. Mike Hamby motioned to approve the grant request and Drew Dekle seconded. Motion passed.
- F. **Marketing Grant – Fully Financial, LLC (244 E. Washington Street)** – Cody Nichelson is requesting \$2100 to create a brand identity, including logo, photography, collateral designs, and brand messaging. Mike Hamby motioned to approve the grant request and Drew Dekle seconded. Motion passed.
- G. **Marketing Grant – Chick Riot, LLC (220 College Ave., Ste 614)** – Tabitha Feilteau is requesting funds for her business, Chic Riot. Project includes creating a professional SEO (Search Engine Optimization) marketing company to increase traffic to the website. The grant request is for \$2050. Staff are still waiting for estimates. Mike Hamby motioned to conditionally approve the grant request when the estimates are provided. Drew Hamby seconded. Motion passed.

6. Financial Report – Linda Ford reported that parking revenue was over \$300K for the month of March 2023

7. **New Business:** Jason Leonard asked about the status of the Newton Street closure. Drew Dekle motioned to authorize staff to write a letter to the Mayor and Commission to recommend that Newton Street close permanently. Mike Hamby seconded. Motion approved.

7. Suggested Topics for following month's meeting – Drew Dekle would like staff to look at the height of the parking meter poles cut to a standard height. Drew also mentioned to look into better response when meters are broken.

8. Adjourn – The next ADDA Board Meeting will be Thursday, May 11, 2023, in the Gameday Building Conference Room.

Jason Leonard, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach