

Athens Downtown Development Authority
Board of Directors Meeting
Thursday, December 14, 2023
2:00pm – 4:00 pm
Gameday Conference Room (second floor)

REGULAR MEETING AGENDA

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

OTHERS PRESENT: Greg Sowell, Kirby Glaze, Rachel Swartz, and Blake Aued

1. Approval of Minutes – Kelly Girtz motioned to approve the minutes from the November 2023 Board Meeting and Drew Dekle seconded. Motion passed.

2. Public Input – none

3. Community Reports

- **CVB** - none
- **Chamber** – David Bradley reported that the last Business-After-Hour’s event of the year will be held at First American Bank on December 14, 2023.
- **DABA** – none

4. Executive session – Jeff Bishop made a motion to enter executive session for the purposes of Legal, Personnel, or Real Estate matters. Kelly Girtz seconded.

Once out of executive session Drew Dekle motioned to continue the consulting contract with Kirby Glaze and 4PM to develop the lots off Dougherty Street for a public-private partnership with the ADDA. Jason Leonard seconded it. Motion passed.

5. Directors' Report

Planning and Outreach

A. Ambassador Program – David Lynn explained to the board that Michelle Nguyen provided a proposed budget for a permanent hospitality program. The proposed yearly budget is \$148,996. Mayor Girtz and Drew Dekle would like to see the budget reworked. The Directors plan to discuss the program further with Katie Williams at the CVB.

Business Services

C. ADDA 2024 Meeting Schedule – Linda Ford provided the board with the proposed 2024 board meeting schedule. Regular board meetings are scheduled to be held the second Thursday of the month. Meetings begin at 2:00 p.m. All meetings are open to the public. David Bradley motioned to approve the 2024 meeting schedule and Kelly Girtz seconded. Motion passed.

D. Keep Your Change to be The Change – During the November 2023 meeting, the board asked staff to look at some updated methods to encourage downtown visitors to donate to organizations that serve the homeless community. Linda Ford presented the board with an example sign that Greenville, South Carolina, installed throughout their downtown. The signs provide a QR code with a link to a donation site.

E. FY25 DAPS Budget – The Downtown Athens Parking Services (DAPS) budget will be submitted by the ADDA/DAPS staff to the Central Services Department of Athens-Clarke County Unified Government. The proposed budget increases the FY25 projected revenue to \$3.6 million and will request a budget increase of \$55,000 for expenses. Drew Dekle motioned to approve the FY25 Budget recommendation and asked that the directors write a letter to the Mayor and Commission asking for an increase in the revenue split between ADDA and Athens- Clarke County. Jeff Bishop seconded. Motion approved.

6. Financial Report – Linda Ford gave the financial report noting November's income was over \$300,000.

7. Suggest agenda topics for following month's meeting – Jeff Bishop would like to look at ability to walk uninhibited on the sidewalks downtown. Also, Jeff would like to encourage the board to talk to people on the streets and ask them what they

want/prefer to see downtown; for example, asking people if they prefer to use coin or credit/debit cards for parking.

Linda Ford announced that the board retreat will on February 9, 2024, from 8:30am – 12:00pm in the upstairs room at Gyro Wrap on College Square.

8. Adjourn – David Bradley motioned to adjourn the meeting and Kelly Girtz seconded. Meeting adjourned at 3:09 p.m.

Jason Leonard, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach