

Athens Downtown Development Authority

Board of Directors Meeting and Retreat

Wednesday, August 7, 2024

Gameday Conference Room

REGULAR BOARD MEETING

MEMBERS PRESENT: Jeff Bishop, David Bradley, Drew Dekle, Mike Hamby, and Jason Leonard

OTHERS PRESENT: Blake Aude, Kendall Brantley, Linda Ford, Elyse Harris, Ed Lane, David Lynn, Jessica Penouilh, Greg Sowell, Rachel Swartz, and Allison Wright

1. Approval of Minutes – Mike Hamby motioned to approve the minutes of the June 2024 meeting and Jeff Bishop seconded. Motion passed.

2. Public Input – none

3. Community Reports

- **CVB** – Elyse Harris from VisitAthens reported to the board that the Classic Center Arena will be opening in November. The first game of the Rock Lobster hockey team will be December 6, and the B52's will have a concert on December 14, 2024. The CVB also had their first outside Athens activation event in Alpharetta. Lastly, Restaurant Week was very successful, with 47 participating restaurants. Harris thanked the ADDA for sponsoring the Restaurant Week kickoff with a popsicle party with King of Pops.

- **Chamber**- David Bradley reported that the Chamber is continuing to work on the workforce development and putting together a job portal. The chamber hosted a congressional luncheon that brought 1600 visitors downtown. Bradley also announced that Athens did not make the final cut for the Sundance Film festival.

4. Directors' Report

Planning and Outreach

A. Smith Planning Group (SPG) Scope of Services Agreement for College Square – David Lynn provided a scope of services from SPG to administer the College Square revitalization project. The scope of services includes surveying, concept planning, document preparation, and construction administration services. Ed Lane from SPG presented the scope of services in detail to the board and proposed a fee of \$244,500 lump-sum cost, and a budget of \$140,000 for hourly allowances for the administration of

the project. The directors plan to attend a Mayor and Commission work session in September.

The board also discussed how the College Square development could also reach across Broad Street to visually connect the University of Georgia (UGA) to Downtown. The board discussed reaching out to UGA and Georgia Department of Transportation to partner with the ADDA in some way to upgrade the pedestrian crossing from the Arch to College Square.

Mike Hamby made a motion to approve the College Square Fee Proposal with SPG and to enter into a professional services contract with SPG. Drew Dekle seconded the motion. Motion passed.

Mike Hamby made a second motion to authorize the ADDA to enter into any intergovernmental agreements with ACCGov necessary to effectuate the purposes of the College Square revitalization project. Drew Dekle seconded. Motion passed.

B. Financing Options for College Square – Jeff Bishop spoke to the board about financing options for the College Square project. Jeff Bishop explained that that banks will need collateral for a traditional loan. One option would be to use our revenue stream from parking. Another option would be to use the West Washington Deck as real estate collateral. The ADDA would need to work out details with ACCGov regarding the bond repayment schedule for the West Washington Deck and using the deck for collateral for the repayment of the College Square project. Attorney Greg Sowell will look at the bond documents. The board instructed staff to investigate and report back on the financial need for the project. When the ADDA knows how much money will be required for the project, a Request for Proposal (RFP) can be sent to the banks in the Downtown district describing our need. Then the banks can submit their proposals by a determined date. The directors will need to meet with ACCGov Attorney, County Manager, and Mayor, and present at a Mayor and Commission work session.

Business Services

C. FY Parking Management Fee Estimate – The ADDA contracts with Athens-Clarke County Government (ACCGov) to manage Downtown Parking Services. The fee is determined by a basic formula taking the gross revenue and subtracting expenses, debt (West Washington Deck bond repayment), lifecycle, and capital. The net revenue is then split 80% for ACCGov and 20% for ADDA. The estimated FY24 management fee for ADDA will be about \$240K.

D. North of the Arch – North of the Arch is an event that the ADDA sponsors every year with UGA to encourage new students to explore Downtown Athens. This year the event will be on August 12. There are 40

businesses participating and spans the entire district from the Classic Center to the Bottleworks.

E. Art Decko III – The murals are almost finished, and Central Services will install them in the stairwell of the College Avenue Parking Deck.

5. Financial Report – July 2024 parking revenue was \$266,663

6. Suggested agenda topics for following month's meeting – College Square financing, does the deck technology allow for parking validation. Jeff Bishop said that Cine lost its parking and wanted the ADDA to be aware.

7. Executive Session – David Bradley made a motion to enter into executive session for the purposes of Legal, Personnel, or Real Estate matters. Drew Dekle seconded.

8. Adjourn– Drew Dekle motioned to adjourn the meeting and Jeff Bishop seconded. The meeting was adjourned at 3:46pm. The next meeting will be on Wednesday, September 11, 2024.

Jason Leonard, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach