

Athens Downtown Development Authority

Board of Directors Meeting and Retreat

Wednesday, June 12, 2024

Gameday Conference Room

REGULAR BOARD MEETING

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

OTHERS PRESENT: Greg Sowell, Rachel Swartz, Blake Aued, Elyse Harris, and Kendal Brantley

1. Approval of Minutes – Jeff Bishop motioned to approve the minutes from the May 2024 ADDA Board Meeting and Kelly Girtz seconded. Motion passed.

2. Public Input – none

3. Community Reports

- **CVB** – Elyse Harris, Director of Sales from Visit Athens, told the board about several upcoming events. Restaurant week will be July 8-14, the Lifeway Women’s Conference will bring 4-5000 participants in August, and the arena is scheduled to open at the end of October 2024.

- **Chamber** – David Bradley said the Chamber is implementing the Workforce Development Plan, planning the Red Carpet tour of Athens for the Georgia Chamber for the week of the Master’s Tournament, and working closely with the CVB and Athens Film Office to submit for the third round of reports for the Sundance Film Festival.

4. Directors’ Report

Planning and Outreach

A. Community Events Program (CEP) Recommendation – Mayor and Commission passed the CEP allocation at their last meeting for \$250,000. David Lynn presented the board with funding recommendations for the (CEP) for the 2024/2025 fiscal year. Mike Hamby motioned to approve the FY24/25 CEP Funding Allocation and authorized the directors to present the funding request to the ACC Mayor and Commission for consideration and approval. David Bradley seconded. Motion passed.

Business Services

B. Parking Management Agreement with ACCGov – Linda Ford presented the Parking Management Agreement to the Board. The new

agreement changes the split between ACCGov to 60/40 (ACC/ADDA), allows the third-party contractor to tow during gameday weekends, requires a quarterly report of spending to be reviewed by Central Services, and changes parking rates on the street to \$2/hr. and raises deck parking rates to \$1.50/hr. Mike Hamby motioned to accept the amended agreement and David Bradley seconded. Motion passed.

C. College Square Improvements - The ADDA replaced the old concrete planters with new EarthPlanters and are going to replace a few of the picnic tables and umbrellas from Premier Polysteel.

D. Art Decko Round 3 – Artists have been selected for the third round of Art Decko. Thirty-six applications were received, and nine artists were selected. The murals will be painted on 4' x 8' boards and placed on each floor of the College Deck stairwell. Installation will be late August or early September.

5. Revised Intergovernmental Agreement: Phase 1 of North Downtown Athens Development Project – Greg Sowell presented a revised IGA for the North Downtown Athens Development Project and explained that the ADDA has an agreement with Athens Housing Authority which includes a \$600,000 conduit loan that will pass through the ADDA from ACCGov. The revised IGA is to change the ACCGov funding account from SPLOST to the Affordable Housing Fund. Jeff Bishop made a motion to approve the revision and David Bradley seconded. Motion passed.

6. Financial Report – Parking income in May 2024 was \$345,399.

7. Suggested agenda topics or following month's meeting – timeline for the College Square re-design project, and publicity for downtown in Flagpole, and the Athens Banner-Herald.

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

Once out of executive session Kelly Girtz motioned to give the Directors a cost-of-living adjustment of 4% for FY25 making note that it is the same as ACCGov employees. David Bradley seconded. Motion passed.

9. Adjourn– Kelly Girtz motioned to adjourn the meeting and Mike Hamby seconded. The meeting was adjourned at 2:52pm.

Jason Leonard, Board Chair

Linda Ford, Director of Business Services

David Lynn, Director of Planning and Outreach