

**Athens Downtown Development Authority  
Board of Directors Meeting  
Wednesday, February 12, 2025  
2:00pm – 4:00 pm  
Gameday Conference Room (second floor)**

**REGULAR MEETING AGENDA**

**MEMBERS PRESENT:** Jeff Bishop, David Bradley, Drew Dekle, Kelly Girtz, Jason Leonard, and Andrew Ratcliffe

**OTHERS PRESENT:** Linda Ford, Elyse Harris, David Lynn, Greg Sowell, Jeremy Smith, Rachel Swartz, Allison Wright, John Williams, and Andrew Savoy

1. **Approval of Minutes** – Kelly Girtz motioned to approve the minutes from the January 8, 2025, board meeting and Jeff Bishop seconded. Motion passed.
2. **Public Input** – none
3. **Community Reports**

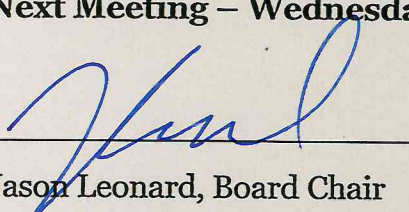
●**CVB** – Elyse Harris from the CVB reported on several developments, including the launch of its online merchandise store at <http://shop.visitathensga.com/>. Additionally, the Beer Trail has transitioned to a digital format, making it more accessible to both residents and visitors. A new digital family-friendly pass is also being developed to further promote attractions, restaurants, and breweries in the area. Efforts continue to market Athens as a prime destination, including the production of a new promotional video that will be utilized for trade shows and advertising campaigns. Several major conventions and events are scheduled in the upcoming months, including the All-State Chorus, which will bring approximately 2,500 students to downtown Athens, and the North American Senior Benefits Conference, expected to draw 1,000 attendees from February 23-26. March and April will see additional conferences, including Georgia TSA and sold-out concerts at the Arena.

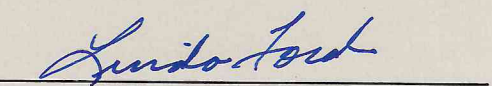
●**Chamber** - The Chamber is preparing for the Red-Carpet Tour in April, coinciding with the Masters Golf Tournament. This event will host 30-35 site selectors from across the country. The following week the Chamber will host the Georgia Association of Chamber of Commerce Executives at the Georgia Center. Additionally, the Georgia Forward Young Gamechangers Program will bring 49 young professionals between the ages of 25-45 (15 from Athens) to Athens to discuss ideas to overcome cultural, economic and social challenges.

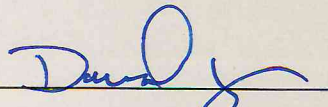


4. **Inter-Governmental Agreement (IGA) Related to Establishing Partnership for Development of Arena District and Parking Needs for Classic Center Periphery** – Attorney Greg Sowell explained that an IGA partnership agreement is being finalized to develop the Arena District and address parking requirements for the Classic Center periphery. The discussion highlighted the formation of a multi-entity body to oversee the project, with designated representatives that would include two members from the ADDA, two members from the Classic Center Authority, two ACCGov Commissioners, and Mayor Girtz as chairman. The need to secure a development facilitator was emphasized, as this professional will manage real estate initiatives and ensure financial sustainability. Jeff Bishop noted concerns with too many people/entities to be decision makers and also concerns that two board members would be overextending themselves due to required participation on this committee. David Bradley motioned to approve the IGA and Drew Dekle seconded. Jeff Bishop opposed. Motion passed.
5. **Executive Session** – Kelly Girtz made a motion to enter into executive session to deliberate on matters related to real estate. Drew Dekle seconded. Motion passed.  
  
Drew Dekle motioned to exit out of executive session and Jeff Bishop seconded. Motion passed.
6. **Financial Reports** – Linda Ford reported that parking revenue continues to increase from last year. Also, the proposal to increase the hourly deck rate to \$2.00 will be on the Mayor and Commission agenda in March.
7. **Suggested Agenda Topic and Announcements** – none
8. **Adjourn** – Kelly Girtz motioned to adjourn the meeting and David Bradley seconded. Motion passed. Meeting was adjourned at 3:50 PM.

**Next Meeting – Wednesday, March 13, 2025**

  
Jason Leonard, Board Chair

  
Linda Ford, Director of Business Services

  
David Lynn, Director of Planning and Outreach