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CITY OF STOCKBRIDGE
DEVELOPMENT AUTHORITY
REGULAR MEETING
SUMMARY MINUTES
Tuesday, April 11, 2023 6:00 P.M.

Mark Glenn, Board Member
Cathy Hill, Board Member
Kalpesh Patidar, Board Member
Vacant – Board Member
Samantha Samuels, Board Member
Ariel Shaw, Board Member
Gadson Woodall, Board Member

Other Guest in attendance: Alan Durham, Faculty Manager for Georgia Tech, City Manager, Fredrick Gardiner, Kim Allonce, Economic Director and Attorney Winston Denmark of Fincher Demark LLC.

Chairwoman Shaw called the meeting to order at 6:01 p.m.

Board Member Dr. Hill was asked to proceed with a verbal roll call. All members were in attendance except for Board Member Samuels and Board Member Patidar.

Board Member Dr. Hill motioned to amend the April 11, 2023 agenda to move items from New Business: B- Economic Development Presentation and A- City Managers Vision and Statement under old Business as A- Economic Development Presentation and B- City Managers Vision and Statement: second by Board Member Glenn. The motion passed unanimously.

<u>Old Business</u>

<u>Economic Development</u>

Mr. Durham of Georgia Tech Economic Development Division noted he recently completed the residential and retail market analysis for the City's Downtown Development Authority and can help negotiate incentives and expressed being available for the board with any questions. Mr. Durham noted having discussions on expanding the Downtown Development Authority retail and housing market analysis to include office spaces such as medical use around the hospital, more hotels around the downtown area, and a possible convention center. Mr. Durham explained being on the cusp of a recession, with banking slowing down with commercial lending. However, retail is doing much better. Mr. Durham noted that many strip centers will become outdated as housing needs rise. The housing market analysis suggested adding rooftops in the city and considering new zoning uses.

Board Member Glenn inquired about the consulting rates. Mr. Durham noted that expanding what has already been completed with the market analysis would cost around $20,000.

Chairwoman Shaw requested Mr. Durham to explain why the city does not qualify for the grant. Mr. Durham noted that the EDRP (Economic Development Research Program) targets rural or distressed communities that cannot afford consulting services, and both the County and the City does not qualify as destressed or rural. Mr. Durham expressed that once the market analysis was completed for the DDA (Downtown Development Authority), specific tracks around the downtown area did qualify as distressed.

Board Member Dr. Hill noted her biggest concerns are getting established, acknowledged, recognized, coordinating, and differentiating with the County's DA and DDA. Board Member Hill also noted that she wanted to move forward with effective activities that focus more on recognition for site locations and state economic development.

Board Member Samuels arrived at 6:13 pm.

Chairwoman Shaw inquired on CID (Community Improvement Districts). Mr. Durham noted CIDs are a self-taxing organization amongst property owners and noted not seeing a need for the City.

<u>City Manager Vision and Updates</u>
<u>Executive Session</u>
Board Member Glenn motioned to convene Executive Session at 6:29 pm for the Purpose of Real Estate: second by Board Member Dr. Hill. The motion passed unanimously.

Board Member Glenn motioned to reconvene Executive Session at 7:08 pm: second by Board Member Samuels. The motion passed unanimously.

Board Member Dr. Hill motioned to authorize Chairwoman Shaw to draft a letter to Mayor and Council as discussed in Executive Session: second by Board Member Samuels. The motion passed unanimously.

<u>Approval of the March Meeting Minutes</u>
Dr. Hill motioned to approve the March meeting minutes with corrections given to

the staff liaison: second by Board Member Glenn. The motion passed unanimously.

By-Laws Review and Vote

Chairwoman Shaw noted the board had until April 6, 2023 to submit any comments and did not receive any before the due date; also noted changes can be made by Resolution.

Attorney Denmark noted it fundamentally sets forth what the By-Laws should have.

Board Member Glenn motioned to approve the CDA (Citywide Development Authority) By-Laws: second by Board Member Dr. Hill. The motion passed unanimously.

Market Video Approval and Vote

Board Member Samuels noted Spotlight withdrew their proposal.

Chairwoman Shaw noted there were three (3) proposals to choose from: Jecorphoto, Gobi Photography and Video and EZ Spotlight, and inquired with the board on how they wanted to move.

Board Member Glenn noted being impressed with Gobi Photography and Video. Board Member Samuels noted liking Jecorphoto. Board Member Dr. Hill noted Jecorphoto presented a good production and was comfortable with their pricing. Board Member Woodall noted liking Gobi Photography and Video. Chairwoman Shaw noted being in favor of Jecorphoto and asked the board by way of hands who liked Jecorphoto versus Gobi Photography and Video. Board Members Hill, Samuels and Chairwoman Shaw were in favor of Jecorphoto; Board Members Glenn and Woodall were in favor of Gobi Photography and Video.

Board Member Samuels motioned to approve Jecorphoto as the Market Video vendor: Second by Board Member Dr. Hill. The motion passed 4-1 with Board Member Glenn opposing.

New Business

Finance & Budget Update- Gadson Woodall, Treasurer

Board Member Woodall noted the CDA (Citywide Development Authority) received the $45,000 check from the City as a grant. Board Member Woodall gave each board member a draft budget, and also noted creating line items to reflect where the funding will be placed. Board Member Woodall broke down each draft line item:

1. Advertising- $4,000
2. Professional Fees- $5,000
3. Legal Fees- $24,000
4. Liability Insurance- $1,500
5. Marketing- $6,000
6. Public Notices- $300.00
7. Printing and Binding- $500.00
8. Travel- $300.00
9. Dues and Fees- $300.00
10. Education and Training- $500.00
11. Office Supplies- $300.00
12. Miscellaneous Expenses- $500.00
13. Hospitality- $300.00
14. Façade Grant- $1,500

Board Member Dr. Hill inquired on the Façade Grant line item. Board Member Woodall noted the draft budget came from the DDA (Downtown Development Authority) budget and what was given to him by the City Treasurer and noted it could be altered.

Chairwoman Shaw noted Council for Quality Growth will be at the Merle Manders Conference Center May 24, 2023 to give a county by county update and encourages the board to attend.

Chairwoman Shaw inquired on how much has been spent so far. Board Member Woodall noted $1,600.

Chairwoman Shaw requested a digital version to make changes and noted the board needing a P.O. Box. Board Member Woodall noted he would get the P.O. Box and Board Member Dr. Hill noted she would check the mail.

<u>Economic Development Update – Development Authority Director</u>
Mr. Allonce noted that an RFP for the Economic Development Strategic Plan has been put out and will close on April 4, 2023. Mr. Allonce noted spending $60,000 on the strategic plan, which includes market data and information on the vision process, with the goal of having all economic development partners participate in the process. Mr. Allonce explained once the RFP is closed, the biding process will start.

Mr.Allonce noted Council approved on April 10, 2023 at the City Council Meeting the use of the amphitheater's green room for the economic development department to host a National Small Business Week Meet and Greet on Thursday, May 4, 2023 from 6pm-7:30pm which will include a formal invitation.

Mr. Allonce noted retaining a marketing firm named Accent Creative Group to help with marketing collaterals and marketing strategies. Chairwoman Shaw inquired if an RFP was put out. Mr. Allonce informed Charwoman Shaw that the cost is under the authority of the City Manager of $50,000. Chairwoman Shaw inquired with Mr. Denmark, City Attorney, if the board would be comfortable with the same approach. Mr. Denmark noted the board would need to look at the city's purchasing policy to see if it applies to boards, and if it does, it would be a big process.

Mr. Allonce noted presenting the Economic Development Incentive Policy to the Mayor and Council at last month's Council Retreat. Mr. Allonce stated the goal is to allow time, have the Council ask any questions, and bring it back at the May 8, 2023 city council meeting for a vote.

Mr. Allonce noted working on a small business initiative with a façade grant and will have more discussions with the Mayor and Council on what would be included.

Board Member Dr. Hill inquired if the board should be present at city council meetings when dealing with economic development issues. Mr. Allonce noted the board could support the economic development department on something that may need to be supported, or only if speaking on behalf of the department.

Mr. Allonce mentioned the office on Main Street will hold a meet and greet, and he will provide the board with more information in the coming weeks. Mr. Allonce also noted if the board wanted to use space, to inform the department within 24 hours' notice. If it's available, the space would be open until 5:30pm.

Chairwoman Shaw inquired where the board could support the economic development department. Mr. Allonce stated the department is working on a package that will include a few programs and initiatives, one being entrepreneurship and work force development. Mr. Allonce noted that once the package is completed, he will come to the board for feedback and asked the board to attend the city council meeting to show support.

Mr. Allonce noted training through Kaufman Fast Track and will host classes for entrepreneurship.

Chairwoman Shaw inquired on tourism. Mr. Allonce noted the CVB (Convention and Visitors Bureau) presented at the April 10, 2023 council meeting, and after meeting with the Executive Director, they are working on an agreement to see what to include.

<u>Other Discussion</u>
Chairwoman Shaw noted the next few meetings will include an update from the Stem High School, guest from the ARC (Atlanta Regional Commission) and noted possibly attending the next scheduled meeting and possibly not meeting in June.

Board Member Hill inquired on staggered terms for board members, creating an IGA (Intergovernmental Agreement) and virtual meetings. Mr. Denmark noted coming up with a process for staggered terms and noted not needing an IGA (Intergovernmental Agreement) for the discussion in Executive Session. Mr. Denmark noted that the board is only allowed to have virtual meetings when the governor declares a state of emergency. He also noted that under open meetings act, a member can for health reasons attend board meetings virtually only twice a year without a doctors note or proof. A third time in that same year, will require a doctor's note that indicates that you're unable to appear in person.

<u>Adjourn</u>
Board Member Samuels made a motion to adjourn the meeting at 8:01pm; second by Mr. Glenn. The motion passed unanimously.

Minutes prepared by: Randi Rainey, Deputy City Clerk
Location: Stockbridge City Hall 4060 North Henry Blvd. Stockbridge, GA 30281
Levi Meeting Room