



Where Community Connects

**DOWNTOWN DEVELOPMENT
AUTHORITY OF THE
CITY OF STOCKBRIDGE**

BOARD MEMBERS

Frangela Merritt, Chair

Roger Custin, Vice-Chair

Robert Swygert, Secretary

Barbara Richardson, Treasurer

Robert Anderson, Board Member

Vacant, Board Member

Councilman Elton Alexander

ADMINISTRATION

Kim Allonce

Economic Development Director

Kira Harris-Braggs

Main Street Manager

Vanessa Holiday

Recorder

Blake Sharpton

Attorney

**Downtown Development
Authority Meeting
Agenda
August 15, 2023 6:00 PM**



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AGENDA

DOWNTOWN DEVELOPMENT AUTHORITY MEETING

CITY OF STOCKBRIDGE

TUESDAY, AUGUST 15, 2023 6:00 PM

I. Call to Order

1. Roll Call
2. Approve Agenda
3. Approve July 19, 2023 Minutes

II. Officers and City Staff Reports

4. Chairman's Comments – Merritt
5. Vice Chair's Comments - Custin
6. Treasurer Update – Richardson
Financial report
7. Secretary Updates – Swygert

III. New Business

8. DDA PR Committee Updates – Merritt/Anderson/Richardson/Custin
9. DDA Webpage – New update request - Merritt

IV. Old Business

10. 2024 DDA Budget Proposal– Richardson
11. New DDA Meeting Schedule Proposal Update– Merritt
12. Intergovernmental agreement (IGA) with City – Merritt
13. Connecting with Downtown Business Owners – Merritt/Custin
14. 2023 Georgia Downtown Conference- Merritt
15. MLK Sr Memorial public art update – Custin
16. TSW Master Plan restart (updates) - Custin

V. City Staff Report

17. Main Street Advisory Board Updates – Harris-Braggs / Allonce / Fareed
18. City Staff Updates – Kira Harris-Braggs
19. City Council Updates – Councilman Alexander

VI. Executive Session (if needed)

VII. Adjourn

Board Members	City Staff / Speakers
Elton Alexander, Stockbridge City Council	Vanessa Holiday, City Clerk
Frangela Merritt, Chair	Kim Allonce – Economic Development Director
Roger Custin, Vice Chair	Kira Harris-Braggs, Main Street Manager - Absent
Barbara Richardson, Treasurer	Lisa Fareed – Main Street Program Coordinator - Absent
Bob Swygert, Secretary	
Robert Anderson, Board Member	
Vacant, Board Member	

The meeting was called to order by Chair Merritt at 6:00 p.m.

Secretary Swygert proceeded with the roll call. All members were present except Councilman Alexander who joined the meeting at 6:15 p.m. and Board Member Richardson who joined the meeting at 6:30 p.m.

Chair Merritt called for a motion to approve the Agenda. Motion made by Board Member Swygert; seconded by Board Member Custin. The motion passed 4-0.

Chair Merritt called for a motion to approve the June 21, 2023, Meeting Minutes. Motion made by Board Member Swygert; seconded by Board Member Custin. The motion passed 4-0.

Officers Reports

Chairman's Comments – Merritt

Chair Merritt thanked everyone for their patience as she presided over her first meeting as Board Chair; offered condolences to Lisa Fareed, the Main Street Program Coordinator regarding her recent loss; noted DDA members were present at Carr-B-Que's and the Police Department ribbon cutting events; and noted great progress is being made on brainstorming for marketing materials and branding of the downtown district.

Mr. Allonce noted the Economic Development Department is preparing to present information to the Council in one-on-one meetings noting the progress of the department and is drafting a message to gain their support and feedback.

Chair Merritt noted an application has been received and submitted to the City Council to fill the vacancy on the board.

Board Member Anderson inquired if the BRICS program was approved and asked for an update of the Special Events Committee.

Mr. Allonce noted the Economic Development staff would be responsible for the coordination and oversight of the events, and that the goal is to work with the DDA as with the DDA funding of certain events, and staff doing the legwork.

Vice Chair's Comments – Custin

No Comments.

Secretary Updates – Swygert

No Comments

Treasurer Update – Financial Report - Richardson

To be presented during the New Business Section of the Agenda

New Business

DDA Legal Fees – Merritt

Chair Merritt referenced the invoices for legal services from Butler/Snow in the amount of \$2,371.50.

Board Member Custin found the fees to be reasonable for the services provided and made a motion to approve payment of the invoices to Butler/Snow; seconded by Board Member Swygert. The motion passed 5-0.

Mr. Allonce noted the IGA (Intergovernmental Agreement between the City of Stockbridge and the Downtown Development Authority is scheduled to be heard at the July 25th Council meeting.

2024 DDA Budget Proposal– Richardson/Merritt

Board Member Custin asked about the timeline for the FY2024 Budget, noting the IGA has \$45,000 with \$20,000 for operations and \$25,000 for the Façade Grant Program, and recommended the Board use the same template.

DDA PR Committee Updates – Merritt/Anderson/Richardson

Chair Merritt noted there is a new energy in the downtown with new businesses opening and wants to amplify the resources that are currently available to business owners and operators; noted the Façade Grant initiative to engage the public, and thanked Mr. Allonce for his willingness share new business information when they come onboard in the downtown district that will allow the DDA to reach out to the new businesses and offer support and notify them on programs they may be interested in utilizing; referenced having a tent with information and brochures; and referenced a meeting with the Amphitheater Consultant who has agreed to allow for a DDA Tent & Information Station along with the Main Tent at the Amphitheater during events.

DDA Marketing

Chair Merritt noted the intention of a Fall 2023 hard launch with handouts, an events tent package with presentations, and supplies highlighting the Façade Grant Program; noted the committee needs to determine the PR (Public Relations) budget, and referenced information received from 365 Marketing Company; noted the city's Economic Development Department noted they will work with the DDA with marketing efforts.

Board Member Anderson expressed the importance of finalizing everything to be ready to hand out as soon as possible.

Board Member Custin referenced the budget of \$3,000 for the tent and brochures, with a total budget of \$10,000 total for marketing materials.

Council Member Alexander referenced the Citywide Development Authority who will have a promotional video and will also have individual headshots.

Chair Merritt proposed that the DDA have a stand-up banner stating "The DDA is Open for Business." The Board agreed with the idea and asked that it be included in the marketing materials.

Board Member Custin asked who is the DDA's target audience, noting you need to tailor information to new businesses for example.

Council Member Alexander noted the role of the DDA is to bring people downtown, foster ideas to be carried out, noting events can take place under the bridge or outside with public seating, ideally, the green space adjacent to the Welcome Center.

Chair Custin made a motion to approve a DDA Marketing Budget of \$15,000 to include handouts, business cards, brochures, promotional materials, apparel, and letterhead; seconded by Board Member Anderson. The motion passed unanimously 6-0.

DDA Table at Events

Chair Merritt noted DDA members would need to staff the tents whenever present at events, and collaborate with the city's Events Team, Public Works, and Main Street to coordinate setup and breakdown.

Mr. Allonce noted he would schedule a meeting with the Events Team and Public Works to coordinate the set-up and breakdown at events.

Council Member Alexander inquired about the Welcome Center being open daily.

Mr. Allonce noted security matters are still being ironed out with a ribbon cutting and official opening is coming soon; and noted there are still talks ongoing about the name for the facility with new signage.

"Music on the Green"

Mr. Allonce said his attempts to contact Mr. Burt have been unsuccessful. Council Member Alexander provided new contact information.

New DDA Meeting Schedule Proposal – Merritt/Anderson

Chair Merritt noted there may be a need to hold a Work Session between meetings.

Council Member Alexander noted he could not add an additional meeting to his schedule at this time.

The Board agreed to seek a legal opinion about meetings under the Open Meetings Act; and to utilize the committees to bring information back to the board.

DDA Webpage

Board Member Custin referenced the city's new webpage and noted there were updates that need to be made to the DDA's page, and to add the Façade Grant Program information back to the page; and inquired about the DDA having a webpage.

Mr. Allonce noted he would provide the DDA with the Main Street Program webpage developer information.

Treasurer Update – Financial Report – Richardson

Board Member Richardson noted the DDA received \$45,000 from the City for FY2023 and referenced expenses for June 2023 of \$1,308.00 for the Directors Insurance and \$40.00 for Zoom; noted the liabilities for July will include TSW in the amount of \$13,943.79 and reimbursements for the upcoming Downtown Conference for Merritt, Richardson, and Anderson; and referenced the board's approval for the legal expenses from Butler/Snow; noted as of June 30, 2023 the Façade Grant Program balance was \$139,669.65, the Operating balance was \$59,435.24.

Board Member Custin suggested the board eliminate the Zoom \$40 extra storage fee, as it was only needed for virtual meetings. The Board agreed.

Board Member Custin made a motion to cancel the service; seconded by Board Member Richardson. The motion passed unanimously 6-0.

DDA RFP -Mixed Used Downtown Development – Merritt/Allonce

Mr. Allonce referred to RFP 2023-0009 that was posted by the City in June 2023 regarding a Mixed-Use Development in the Downtown District to be developed on the 3.2 acres of green space between the railroad tracks and East Atlanta Road.

Chair Merritt read the Bid document RFP 2023-0009, noting she had not been made aware of the posting that listed a partnership with the DDA. All members of the board agreed that they had not been made aware of the bid.

Council Member Alexander noted the LCI (Livable Centers Initiative) was approved by the City years ago and included a Mixed-Use Development in the plan.

Board Member Custin noted the referenced LCI has expired, and asked who from the DDA will be included as a member of the evaluation committee for the bid.

Mr. Allonce noted the city's Procurement Manager selects the Evaluation Team and forwards the results of the selection to the City Manager for approval.

Board Member Custin noted that he fully supports and is in favor of development, however, with his contract management experience for the State of Georgia, noted this bid process has been mis-managed, and noted the Committee is to be selected prior to the bid going out as an RFP, and has been done so without any member of the DDA involved; noted he is very concerned about the process and the partnership with the DDA being named as a partner without any involvement; and noted the development needs to align with the Downtown Master Plan that has been approved and paid for by the DDA, and noted the development needs to preserve some of the green space.

Board members agreed with the lack of the DDA's involvement and expressed concern.

Council Member Alexander noted he would seek clarification from the City Manager.

Mr. Allonce noted the bid RFP 2023-0009 has been extended until August 17, 2023.

Old Business

Insurance Update – Custin

Board Member Custin noted that as previously mentioned, the Director's Insurance has been paid and reactivated.

Council Member Alexander asked for mechanisms to be put in place to avoid another interruption of coverage.

Intergovernmental agreement (IGA) with City – Merritt

Chair Merritt noted the IGA is scheduled to be presented at the July 25th Council meeting, noting a change to the Agreement adding a section regarding project fees.

Board Member Custin asked who added the change to the agreement.

Mr. Allonce noted the change was made by the City's Attorney.

Board Member Custin noted that as it relates to the PSA and IGA, he rejects the agreement not spelling out the transaction agreement, asking what instrument is in place to protect the DDA? Board Member Custin asked if there will be a MOU (Memorandum of Understanding) or (IGA) Intergovernmental Agreement in place for each transaction, stating there should be.

Mr. Allonce noted there is an IGA that has taken some time to put in place and hopes to have the agreement approved at the July 25th meeting.

Chair Merritt agrees with Board Member Custin that there should be an agreement in place for each transaction where the DDA and City split the proceeds, and recommends the Board approve something more binding.

To modify rules of DDA Development Façade Grant Program – Custin/Swygert

Board Member Custin noted a draft of the Façade Grant Program is being amended to include signage, exterior improvements, patio improvements, decking, and landscaping and would, with a maximum allowable reimbursement of \$10,000 up to \$20,000 and will focus on marketing and advertising the program to make business owners aware of the grant opportunity.

Connecting with Downtown Business Owners – Merritt/Custin

Council Member Alexander noted the new business, Bombay Bazaar recently opened on North Henry Blvd in the Sherwin Williams/Subway plaza.

Board Member Richardson asked who is the Point of Contact from the City that would alert the DDA when new businesses in the downtown area come online.

Mr. Allonce noted Business Services would be the Point of Contact, noting the DDA materials could be placed in the New Business Welcome Packet.

2023 Georgia Downtown Conference Attendees (Merritt, Richardson, and Anderson)

Chair Merritt members would be attending the Georgia Downtown Conference for one day; Councilman Alexander suggested members visit the cottages in Canton.

MLK Sr Memorial public art update – Custin - No updates.

TSW Master Plan restart (updates) Custin / Allonce

Board Member Custin referenced the Downtown Master Plan, noting the DDA has approved \$29,000 for the plan.

Mr. Allonce noted the City would be including comments in writing regarding the Downtown Master Plan.

Board Member Richardson exited the meeting.

Board Member Custin noted Burke Street has a lack of retail and referenced the Georgia Tech Retail Market Study the DDA paid to have completed to assist with development in the downtown and throughout the City; noted the Main Street Advisory Board has requested to see the Downtown Master Plan presentation; and recommends adding the SW Quadrant to the plan, and

further noted the DDA has paid the invoices up to October 2022.

Board Member Anderson noted it is apparent based on the information discussed, the Downtown Master Plan has changed and/or is changing.

Board Member Custin made a motion to approve and pay the TSW outstanding invoices for the Downtown Master Plan and close out the DDA's financial obligation; seconded by Board Member Swygert. The motion passed 4-1 (Alexander/Anderson/Custin/Swygert Approved) (Merritt Opposed).

City Staff Reports

Main Street Advisory Board Updates – Harris-Braggs / Richardson / Fareed

Mr. Allonce noted the Main Street Program hosted a meeting last week regarding the Small Business Blitz informing businesses on the process and encouraging business owners to participate throughout the entire month of November and on Shop Small Saturday (following Thanksgiving)

Board Member Custin asked about the status of the Alleyway Project.

Mr. Allonce noted the project is pending the letter from the City Attorney for the business owners.

Board Member Custin offered his services on how he could help by contacting property owners to help to move this project along.

City Staff Updates – Kim Allonce

Mr. Allonce noted the Economic Development Department would be hosting an interactive webinar on July 20th; noted the City Council approved the Economic Development Strategic Plan with KB Advisory Group which will involve the DDA.

City Council Updates – Councilman Alexander

Councilman Alexander noted the City is in the middle of the Millage Rate Hearings; referenced another new business, Bombay Bazaar and the success of business growth over the last 6-7 months; noted the East Atlanta Rd./N. Lee Street project is set to continue following the utility relocation, and the telephone poles to be removed; noted the Georgia Power easements have been recorded; noted two back-to-back sold out concerts this weekend which will bring thousands to the downtown district; and referenced the \$8 million dollar GDOT paving on N. Henry Blvd./Hwy. 138 changing the aesthetics of the area.

Motion to adjourn made by Councilman Alexander; seconded by Board Member Custin. The motion passed unanimously. The meeting was adjourned at 8:15 p.m.

Executive Session Criteria	GA Code
Discuss or vote to authorize the settlement of a matter covered by the attorney-client privilege. Identify the case or claim discussed but not the substance of the attorney-client discussion.	50-14-2(1) and 50-14-3(b)(1)(A)
Discuss or vote to authorize negotiations to purchase, dispose of or lease property.	50-14-3(b)(1)(B)
Discuss or vote to authorize the ordering of an appraisal related to the acquisition or disposal of real estate.	50-14-3(b)(1)(C)
Discuss or vote to enter into a contract to purchase, dispose of, or lease property subject to approval in a subsequent public vote.	50-14-3(b)(1)(D)
Discuss or vote to enter into an option to purchase, dispose of, or lease real estate.	50-14-3(b)(1)(E)
Discuss or deliberate upon the appointment, employment, compensation, hiring, disciplinary action or dismissal, or periodic evaluation or rating of a public officer or employee.	50-14-3(b)(2)
Meeting to interview one or more applicants for the position of the executive head of an agency.	50-14-3(b)(2)
A meeting otherwise required to be open was closed to the public in order to consult and meet with legal counsel pertaining to pending or potential litigation, settlement, claims, administrative proceedings, or other judicial actions brought or to be brought by or against the agency or any officer or employee or in which the agency or any officer or employee may be directly involved and the matter discussed was [identify the matter but not the substance of the discussion.	50-14-2(1)
Staff meeting held for investigative purposes under duties or responsibilities imposed by law.	50-14-3(a) (1)

Minutes prepared by Vanessa Holiday, City Clerk.