



Where Community Connects

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

BOARD MEMBERS

Robert Anderson, Chair

Warren Washington, Vice-Chair

Frangela Merritt, Treasurer

Robert Swygert, Secretary

Darrell Stamper, Board Member

Vacant, Board Member

Councilmember Elton Alexander

ADMINISTRATION

Kim Allonce

Economic Development Director

Vacant

Main Street Manager

Cassandra Lester

Recorder

Blake Sharpton

Attorney

**Downtown Development
Authority
Meeting Agenda
March 19, 2024 6:00 PM**



STOCKBRIDGE WELCOME CENTER

130 M L KING SR. HERITAGE TRAIL

STOCKBRIDGE, GA 30281

Website: www.stockbridgega.org

Phone: 770-389-7900

Fax: 770-389-7912



AGENDA DOWNTOWN DEVELOPMENT AUTHORITY MEETING CITY OF STOCKBRIDGE

TUESDAY, MARCH 19, 2024 6:00 PM

I. Call to Order

1. Roll Call
Approve Today's Meeting Agenda
Approve January 23, 2024, Meeting Minutes
Approve February 20, 2024, Meeting Minutes

II. Officers and City Staff Reports

2. Chairman's Comments – Anderson
3. Vice Chair's Comments - Washington
4. Treasurer's Update / Financial Report – Merritt
5. Secretary's Update - Swygert

III. New Business

6. Discussion: The Economic Development Strategic Plan for the City of Stockbridge was presented to the City Council by the City Economic Development Director as being “approved” by the DDA prior to the February 27, 2024, Council Work Session.
7. Discussion: At the February 27, 2024, City Council Work Session, Kira Harris-Braggs, Stockbridge Main Street Program Manager, announced the renaming options for the Ted Strickland Building and persuaded the Council to approve the listing on the signage that the DDA has “office space” within the building.
8. Review of the DDA Bylaws.

IV. Old Business

9. Sale status of 114 MLK Sr. Heritage Trail

V. City Staff Reports / City Council Update

10. Main Street Advisory Board Updates - Allonce
City Economic Development - Director Allonce
City Council Updates - Councilmember Alexander

VI. DDA Round Table

VII. Adjourn

Board Members	City Staff
Frangela Merritt, Chair - Present	Vanessa Holiday, City Clerk - Present
Vacant, Vice Chair	Kim Allonce – Economic Development Director - Present
Robert Swygert, Secretary - Present	Kira Harris-Braggs, Main Street Manager - Absent
Robert Anderson, Board Member - Present	
Warren Washington, Board Member - Present	Guest Speaker
Darrell Stamper, Board Member – Absent	
Elton Alexander, City Councilmember - Present	

Chair Merritt called the meeting to order at 6:03 p.m.

Secretary Swygert proceeded with a roll call. All members were present except Board Member Stamper.

Chair Merritt called for a motion to approve the meeting Agenda. Motion to approve the Agenda made by Board Member Swygert; seconded by Councilman Alexander. The motion passed unanimously 5-0.

Chair Merritt Chair called for motion to approve the December 21, 2023 meeting Minutes. Board Member Swygert motioned to approve; seconded by Board Member Washington. The motion passed unanimously 5-0.

Officer Reports

Chair's Comments-Merritt

Chair Merritt gave an overview of the Agenda and noted she would not seek re-election for the Chair position and needed to step back for personal reasons.

Treasurer Update-Richardson-Financial Report

No Update – Financials will be provided at the next meeting, noting the Treasurer position is vacant.

Secretary Update-Swygert

No Updates

New Business

Selection of DDA Liaison to Main Street Advisory Board, Election of 2024 Officers, and Formation of Sub-Committees

Board Member Merritt reviewed the roles and responsibilities, and focal point of each position.

Board Member Merritt agreed to serve as Main Street Advisory Board/DDA Liaison, noting the Liaison works closely with Main Street and attends their meetings. Motion to appoint Board Member Merritt as the MSAB/DDA Liaison made by Board Member Anderson; seconded by Councilman Alexander. The motion passed unanimously 5-0.

Motion to appoint Robert Anderson Board Chair made by Councilman Alexander; seconded by Board Member Washington. The motion passed 4-0-1 (Board Member Anderson Abstained).

Motion to appoint Warren Washington Board Vice-Chair made by Councilman Alexander; seconded by Board Member Swygert. The motion passed unanimously 5-0.

Motion to appoint Frangela Merritt Board Treasurer made by Councilman Alexander; seconded by Board Member Washington. The motion passed 4-0-1 (Merritt Abstained).

Motion to appoint Robert Swygert Board Secretary made by Board Member Anderson; seconded by Councilman Alexander. The motion passed 4-0-1 (Swygert Abstained).

Executive Session – Real Estate Matters

Motion to convene Executive Session to discuss Real Estate made by Board Member Swygert; seconded by Board Member Washington. The motion passed unanimously 5-0.

Motion to adjourn Executive Session and approve the Executive Session Affidavit made by Board Member Anderson; seconded by Councilman Alexander passed unanimously 5-0.

Motion to reconvene the meeting made by Councilman Alexander; seconded by Board Member Washington passed 5-0.

Motion to accept the proposal from Sylvain Capitol Ventures and sell of 114 M L King, Sr. Heritage Trail to Sylvain Capitol Ventures in the amount of \$70,000 cash with a ten (10) day close, and Whitebox the 114 M L King Sr. Heritage Trail property in 90 days made by Board Member Washington; seconded by Board Member Swygert. The motion passed 4-0-1 (Alexander Abstained).

City Staff Reports

Main Street

Mr. Allonce noted some of the Main Street Advisory Board members renewed their terms, which was great news, noting the Planning of the Annual Retreat and Strategic Planning is underway, and the DDA is invited, with more details coming.

City Staff Updates- Kim Allonce, Stockbridge Economic Development Director

Mr. Allonce noted he is presenting a Draft Economic Development presentation to the Mayor & Council during the January 30th Work Session Meeting where he will request feedback and input from the Council with final adoption at the end of February.

Chair Merritt noted Roger Custin and Barbara Richardson would not be returning to the Board and wished Ms. Richardson all the best; noted a new member has been appointed, and the Board would be electing new officers in January.

Council Updates

Councilmember Elton Alexander referenced his re-election for four more years as a member of the City Council and referenced the newest member, Mayor Pro Tem Berry; noted the City Council is planning a Retreat off site to Sandy Springs with a tour to see how like-minded cities have done things; noted the Jodeco-Argento project does not look like anything else in Henry County or Stockbridge; and noted the RSVP is intended to attract young professionals with

families and also attract an active crowd; noted the city has an electric vehicle charging station located in the Amphitheater parking lot; noted the city continues to grow with developments coming to the I-75 area; noted Serafino's on Eagles Landing Parkway has completed its renovations and is a full service fine dining restaurant here in the City of Stockbridge; and noted the utilities have been relocated along E. Atlanta Rd. and Lee Street to keep those projects moving forward.

Chair Merritt called for a motion to adjourn. Councilman Alexander motioned to adjourn the meeting at 8:28 p.m.; seconded by Board Member Washington. Motion passed unanimously 5-0. Minutes written by City Clerk, Vanessa Holiday.

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)

Board Members	City Staff
Robert Anderson, Chair - Present	Cassandra Lester, Deputy City Clerk - Present
Warren Washington, Vice Chair - Present	Kim Allonce – Economic Development Director - Present
Frangela Merritt, Treasurer - Present	Kira Harris-Braggs, Main Street Manager - Absent
Robert Swygert, Secretary - Present	
Darrell Stamper, Board Member - Absent	Guest Speaker
Vacant, Board Member	Brian Stockton – Woodstock DDA – Via Zoom
Elton Alexander, City Councilmember - Present	Madison Beaulieu – Woodstock Office of Economic Development – Via Zoom

Chair Anderson called the meeting to order at 6:01 p.m.

Secretary Swygert proceeded with a roll call. All members were present except Board Member Stamper.

Chair Anderson called for a motion to approve the meeting Agenda. Motion to approve the Agenda made by Board Member Swygert; seconded by Board Member Merritt. The motion passed 4-0-1 (Alexander Abstained).

Chair Anderson called for a motion to approve the January 23rd, 2024, meeting Minutes. Board Member Merritt requested a correction to the Minutes under the “Officer Reports” section. Mr. Allonce requested a correction to the Minutes under the “City Staff Reports” section.

Board Member Merritt called for motion to table approval of the January 23rd, 2024, meeting Minutes until the March 19th, 2024, meeting; seconded by Board Member Swygert. The motion passed 4-0-1 (Alexander Abstained).

Officer Reports

Chair’s Comments-Anderson

Chair Anderson gave an update on the contract status with Sylvain Capitol Ventures.

Treasurer Update-Merritt-Financial Report

Board Member Merritt reports that her name has been added to the DDA bank account. Board Member Merritt plans to add all executive officers as bank account signatories. Board Member Merritt verbally gave current financial reports to board members from December 31, 2023, and January 31, 2024.

Secretary Update-Swygert

No Updates

New Business

MLK Sr. Heritage Trail Small Business Growth and Activity Presentation

Mr. Allonce introduced trends in economic development. He discussed how the industry is moving towards entrepreneurship and mentioned the Stockbridge Fasttrac, a 10-week entrepreneurship course created in partnership with Kauffman Fasttrac. Mr. Allonce suggested exploring the idea of developing a Co-work Café in Stockbridge using the empty Barn Beautiful location.

At 6:30 pm, Brian Stockton, City of Woodstock DDA Executive Director, and Madison Beaulieu, City of Woodstock Operations Manager for Economic Development, joined the meeting via Zoom to present the Woodstock Maker Incubator - Made Mercantile business model. They explained that it is a collaborative effort between the Woodstock DDA and an intergovernmental agreement with the City of Woodstock that provides access to workspace, retail, and education. They also discussed funding sources and the program's sustainability model.

Mr. Allonce suggested to the DDA Board that if they wanted to explore the idea of an entrepreneurial incubator similar to the City of Woodstock's Maker Incubator - Made Mercantile, the DDA Board will have to define the potential partnership roles, responsibilities, and contributions of both the DDA and the City of Stockbridge. He agreed to do research and present a 3-year operations projection at the next board meeting.

The DDA Board members presented their questions and discussed the feasibility of the idea.

Old Business

MLK Sr. Heritage Art Project

Board Member Merritt motioned to table the art project until more financial information is available; seconded by Board Member Swygert. The motion passed 4-0-1 (Alexander Abstained).

Executive Session – Real Estate Matters

No Updates

City Staff Reports

Main Street

Mr. Allonce updated the board of Kira Harris-Bragg's last day as the Downtown Development Manager.

City Staff Updates- Kim Allonce, Stockbridge Economic Development Director

Mr. Allonce noted the city council will vote on the EDSP at the work session meeting on February 27th and is hopeful the council will approve it; Noted the closing of the Holloway project this Friday.

Council Updates

Councilmember Elton Alexander commented that he will abstain on votes during this meeting since his term as DDA Liaison expired at the end of January 2024; noted that the City Council will reappoint a DDA Liaison at the Work Session on February 27th, 2024; noted the City Council was inspired by their visit to Sandy Springs and commended the City of Sandy Springs on their City Hall and downtown area; noted the Sandy Springs City Hall has an art center, restaurant, meeting space, banquet hall and awning deck overlooking green space that is called "City Springs"; noted that the City Council proposed to include City of Stockbridge-City Hall Renovations in the upcoming SPLOST: noted SPLOST 6 has a tentative commitment to creating youth and senior center; noted the walkable multi-use trail may be named "City Bridge"; noted the downtown area has no specific name and "City Bridge" would give the downtown area a distinct identity; noted the downtown area is now a quiet zone; noted the 2024 Amphitheater concert season has been announced;

noted a new townhome community was approved on E. Atlanta Rd; noted a new townhome community was approved on North Henry; noted a proposed coffee shop to be located at Rock Quarry and North Henry Blvd.; noted a single family/ tiny home community located at Rock Quarry Rd and Old Conyers has been proposed; noted Lee Street has been realigned; noted that turn lanes from E. Atlanta to Love Street will be complete in March.

Chair Anderson called for a motion to adjourn. Board Member Swygert motioned to adjourn the meeting at 8:18 p.m.; seconded by Board Member Merritt. The Motion passed 4-0-1 (Alexander Abstained). Minutes written by Deputy City Clerk, Cassandra Lester.

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)

A photograph of the Stockbridge City Hall building, a two-story brick structure with a central cupola and two circular wings on the sides. The image is overlaid with a teal tint. The word "Stockbridge" is written in a large, white, serif font across the middle of the building.

Stockbridge

Where Community Connects

Economic Development Department

Kim Allonce — ED Director

**“To be the most progressive business
and family-oriented community in
Metro Atlanta with a focus on enhanced
Quality of Life initiatives which promote
a sustainable “Live, Work, Play”
environment.”**

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Downtown CoworkCafé

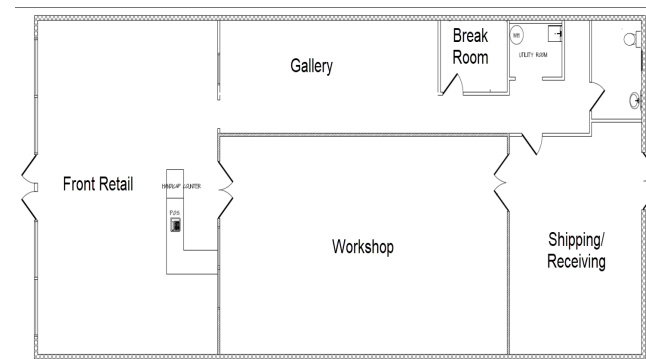
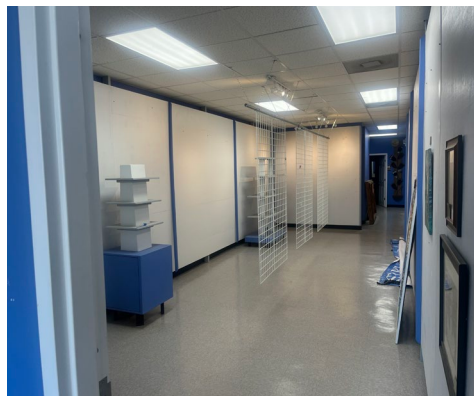
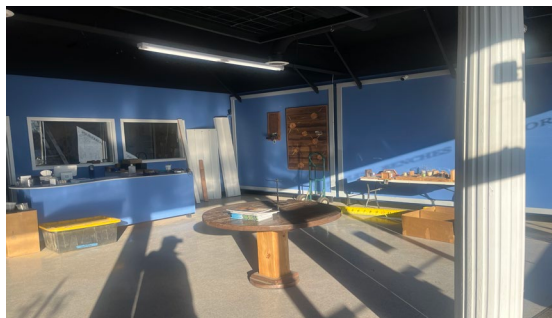
Entrepreneurship-Led Economic Development

The 4th Wave in Economic Development

- ☐ Community-centered around small business creation, sustainability, and growth
- ☐ Building an inclusive entrepreneurial ecosystem (IEDC)
- ☐ Entrepreneurship Ecosystem
 - ☐ Technical Assistance Programs
 - ☐ Business Resources
 - ☐ Business Incubators
- ☐ More than 300 home-based businesses
- ☐ How do we start?



From Barn Beautiful...



To Coworking + Coffee = CoworkCafé



Downtown CoworkCafé



- ☐ Membership-based Makerspace with a Coffee Shop in Downtown
- ☐ Owned and operated by the Downtown Development Authority and the City of Stockbridge
- ☐ Provide studio space to existing Stockbridge entrepreneurs
 - ☐ Membership Fee: \$300-\$500/month
- ☐ Provide retail space to test business concepts/products
 - ☐ Commission Rate: 70/30
- ☐ Makers to be selected via a competitive process
- ☐ Rental Agreement: between 6 months to 18 months
- ☐ Coffee Shop in partnership with a local business owner
 - ☐ Rental Rate to be determined

Proposed Operations Plan (FY24-27)



- ☐ Downtown Development Authority
 - ☐ Funding for building expenses
 - ☐ Property lease
 - ☐ Building improvements
- ☐ City of Stockbridge
 - ☐ Funding for operating expenses
 - ☐ Staff the makerspace
 - ☐ Oversee management and programming
 - ☐ Marketing



SWOT Analysis



STRENGTHS +	WEAKNESSES –
Government Support	Limited Awareness
Access to Resources	Competition
Community Engagement	Sustainability
Location	Operating Expenses
Educational Opportunities	
OPPORTUNITIES +	THREATS –
Collaborative Partnerships	Budget Constraints
Diverse Programming	Technology
Economic Development	Political Resistance
Talent Retention	Market Uncertainty
Tourism	

Financial Projections



Line Item	FY24 (4 months)	FY25	FY26	FY27	TOTAL
INCOME					
MEMBERSHIP	\$ 2,800.00	\$ 15,000.00	\$ 25,000.00	\$ 40,000.00	\$ 82,800.00
RETAIL SALES	\$ 8,000.00	\$ 40,000.00	\$ 60,000.00	\$ 80,000.00	\$ 188,000.00
EVENTS	\$ -	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	\$ 22,500.00
SALES TAX COLLECTED	\$ 640.00	\$ 3,200.00	\$ 4,800.00	\$ 6,400.00	\$ 8,640.00
TOTAL INCOME	\$ 11,440.00	\$ 63,200.00	\$ 97,300.00	\$ 136,400.00	\$ 301,940.00
OPERATIONAL EXPENSES					
MANAGEMENT	\$ -	\$ -	\$ -	\$ -	\$ -
CONSIGNMENT PAYMENTS	\$ 4,800.00	\$ 24,000.00	\$ 36,000.00	\$ 48,000.00	\$ 112,800.00
EVENTS	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 8,000.00
MARKETING	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 10,000.00
MEMBER EVENTS/APPRECIATION	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 4,000.00
PROCESSING FEES	\$ 320.00	\$ 1,600.00	\$ 2,400.00	\$ 3,200.00	\$ 7,520.00
RENT	\$ 21,000.00	\$ 36,000.00	\$ 36,000.00	\$ 36,000.00	\$ 129,000.00
SALES TAX PAID	\$ 640.00	\$ 3,200.00	\$ 4,800.00	\$ 6,000.00	\$ 14,640.00
BUILDING SUPPLIES	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 20,000.00
RETAIL SUPPLIES	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 14,000.00
UTILITIES	\$ 6,000.00	\$ 6,500.00	\$ 7,000.00	\$ 7,500.00	\$ 27,000.00
TOTAL EXPENSES	\$ 46,760.00	\$ 85,300.00	\$ 100,200.00	\$ 114,700.00	\$ 346,960.00
OPERATIONAL INCOME/LOSS	\$ (35,320.00)	\$ (22,100.00)	\$ (2,900.00)	\$ 21,700.00	\$ (45,020.00)
BUILD OUT EXPENSES					
CONSTRUCTION	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -
FIXTURES	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -
TOTAL BUILD OUT EXPENSES	\$ 30,000.00	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENSES	\$ 76,760.00	\$ 85,300.00	\$ 100,200.00	\$ 114,700.00	\$ 346,960.00
TOTAL INCOME/LOSS	\$ (65,320.00)	\$ (22,100.00)	\$ (2,900.00)	\$ 21,700.00	\$ (45,020.00)

Next Steps



- ☐ March 2024
 - ☐ DDA Approval
- ☐ April 2024
 - ☐ City of Stockbridge Approval
 - ☐ Lease Negotiations
- ☐ May 2024
 - ☐ Lease Agreement
 - ☐ Building Improvements
- ☐ July 2024
 - ☐ Ribbon Cutting
 - ☐ Open for Business



Questions?

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