Stockbridge

Where Community Connects

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF STOCKBRIDGE

BOARD MEMBERS

Robert Anderson, Chair

Warren Washington, Vice-Chair

Frangela Merritt, Treasurer

Vacant, Secretary

Darrell Stamper, Board Member

Kenya Cook, Board Member

Councilmember Elton Alexander

ADMINISTRATION

Frederick Gardiner, City Manager

Vacant

Economic Development Director

Lisa Fareed

Downtown Main Street Manager

Cassandra Lester, Recorder

Blake Sharpton, Attorney

Downtown Development Authority Meeting Agenda June 18, 2024 6:00 PM

STOCKBRIDGE DOWNTOWN CONNECTION CENTER
130 M L KING SR. HERITAGE TRAIL
STOCKBRIDGE, GA 30281
Website: www.stockbridgega.org
Phone: 770-389-7900
Fax: 770-389-7912

Stockbridge
Where Community Connects

AGENDA
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF STOCKBRIDGE

TUESDAY, JUNE 18, 2024 6:00 PM

I. Call to Order

1. Roll Call
2. Motions for additions or deletions to the proposed agenda
3. Approve Agenda
4. Approve April 13th MSAB/DDA Joint Retreat Summary Minutes
5. Approve May 21st Summary Minutes

II. Officers Reports

6. Chairman's Comments - Anderson
7. Vice Chair Comments - Washington
8. Treasurer's Update - Merritt
9. Secretary's Update - Vacant

III. Old Business

10. Update on the Joint Sponsorship Amphitheater Table

IV. New Business

11. Rental of Storage Space
12. New Downtown Development Authority Board Member - Kenya Cook

V. City Staff Reports

13. City Council Liaison - Councilmember Alexander
14. Economic Development Department Liaison - City Manager Fredrick Gardiner
15. Main Street Advisry Board Liaison - Vacant

VI. Executive Session (if needed)

VII. Adjourn

JOINT RETREAT
MAIN STREET ADVISORY BOARD
DOWNTOWN DEVELOPMENT AUTHORITY
CITY COUNCIL RETREAT
Merle Manders Conference Center
April 13, 2024 9:00 a.m.
Summary Minutes

STOCKBRIDGE MAIN STREET ADVISORY BOARD

Willie Hopkins, Chair - Present	Shomari Furtch – Vice Chair - Present
Prayre Finley, Secretary – Not Present	Linda Jones - Present
Anika Potts – Present	Andrea Burnett – Present
Vanessa Gibson – Not Present	Camille Reynoso Mason – Present
Crystal Park - Present	Frangela Merritt - Present
Councilman Alphonso Thomas - Not Present	

Lisa Fareed, Interim Main Street Program Manager – Present
Kim Allonce, Economic Development Director – Present
Christine Chavis, Executive Assistant, Economic Development - Present
Terezy Ocoha, Administrative Assistant, Economic Development – Present

STOCKBRIDGE DOWNTOWN DEVELOPMENT AUTHORITY

Robert Anderson, Chair - Present	Warren Washington – Vice Chair – Not Present
Robert Swygert, Secretary – Not Present	Frangela Merritt - Present
Darrell Stamper – Present	
Councilman Elton Alexander - Present	

Kim Allonce, Economic Development Director – Present

STOCKBRIDGE CITY COUNCIL

Mayor Anthony S. Ford - Present	Mayor Pro Tem Kyle Berry - Present
Councilman Elton Alexander - Present	Councilwoman Yolanda Barber - Present
Councilwoman LaKeisha Gantt – Not Present	Councilman Alphonso Thomas – Not Present

Vanessa Holiday, City Clerk – Present

RETREAT FACILITATOR - Teri Smiley – Starfish Partnership LLC

The Main Street Advisory Board Chair, Willie Hopkins, called the meeting to order at 9:16 a.m. Chair Hopkins proceeded with the Roll Call. Members Hopkins, Gibson, Burnett, Jones, Mason, Park, and Potts were present. Member Furtch joined at 9:27 a.m. Councilman Thomas was not in attendance. There was a quorum.

The Downtown Development Authority Chair, Robert Anderson proceeded with the Roll Call. Members Anderson, Merritt, Stamper, and Councilman Alexander were present. Members Washington and Swygert were not in attendance. There was a quorum.

Mayor Ford proceeded with the Roll Call for the City Council. Mayor Ford, and Councilman Alexander were in attendance. Councilmembers Barber, Berry, Gantt, and Thomas were not present for roll call. There was no quorum. Mayor Pro Tem Berry and Councilwoman Barber joined the meeting at 9:39 a.m. There was a quorum.

Ms. Fareed gave an overview of the Retreat noting Main Street Program is required to hold an Annual Retreat per the Department of Community Affairs, and complete and submit the Main Street Work Plan annually. Ms. Fareed noted the Downtown Development Authority, and the City Council were invited as a collaborate effort as stakeholders and to all be on the same page as it relates to the development of downtown Stockbridge. Ms. Fareed read the Main Street Mission and Vision Statements, and introduced the Retreat Facilitator, Ms. Terri Smiley of Starship Partnership, LLC.

Ms. Smiley gave an overview of her background and experience, and referenced prior retreats for other municipalities and entities that she has done work for, and asked each attendee to introduce themselves, and state your “why” for choosing to be on the board, council, or committee they represent.

Invocation by Mayor Pro Tem Berry.

Pledge of Allegiance recited by all in attendance.

A Roadmap for Board of Excellence

Ms. Smiley presented a Self-Awareness and Reflection presentation where the attendees were able to identify social styles and interactions of other members, and having this knowledge would give the members insight on how to feed off each other’s strengths and weaknesses.

Ms. Smiley reviewed the importance of Governance, and noted the Bylaws for Main Street must be approved by the City Council. Ms. Smiley noted Board Members govern; and staff manages; noted the importance of Board Members serving and not just having a seat on a board, and that in reality, 20% of the members of a Board do 80% the work; noted the Board should have meeting rules in place, a Strategic Plan, Minutes adopted at each meeting; and noted committees within the Board are ongoing and that a Task Force is set up for specific matters.

Ms. Smiley noted there should be an annual review, a good strategic plan, and goal setting, as is being done here today, think about your “wow factor”, and always remember your “why”.

Ms. Smiley noted the main focus of the DDA is real estate; the main focus of Main Street is promotion of the City; and the main focus of the City Council is funding and support of the DDA and Main Street, with all entities on the same page with no silos.

Ms. Fareed stated the DDA builds it, Main Street dresses it up, and the Council gives guidance and support.

Ms. Smiley reviewed the Mission Statements for the City Council and the DDA; and noted the Main Street Program is a nationwide 501c.6 organization; and that the Stockbridge Main Street Program has been recognized nationally for their award-winning efforts.

Review Current Plans for Downtown Stockbridge; 2018 RSVP Plan, DDA-Draft Report of Downtown Master Plan, City of Stockbridge Economic Development STrateg Plan, 2024, 2023 Main Street Work Plan

Main Street Program Report

Chair Hopkins presented the Main Street Program report noting the focus continues to be the RSVP Plan where there was a lot of hard work that went into the plan as a collective body; noted the idea of the RSVP Plan is to get people to come to the downtown area and noted that during the process of putting the RSVP Plan together, citizens and business owners attended several meetings and gave their input on what they wanted to see in the downtown area. Chair Hopkins commended the work of the Stockbridge City Council on the efforts being done in the city and does not want the Council to forget the RSVP Plan as the wholistic plant that was generated from the citizens and include connectivity and walkable areas with patrons visiting businesses before and after concerts. Chair Hopkins noted the largest commercial business in the downtown area is Food Depot; noted downtown parking needs to be addressed and repaving of the closed street; noting the Main Street Advisory Board is the hardest working Board in the City, always showing up because they have a vested interest, and knows their role; and noted Main Street will continue to focus on the RSVP Plan, with a great interest on the low hanging fruit items in the plan in unison with the City, noting it is okay to disagree, with the mission being to move forward to make the City of Stockbridge better; referenced Main Street's assistance with the Quiet Zone, and noted former Main Street Manager, Kira Harris-Braggs played a major role with the RSVP, and that in her absence, the Main Street Program has not missed a beat as Ms. Lisa Fareed has stepped in to the role, and kept everything moving seamlessly.

Councilman Alexander noted the RSVP Book is an excellent marketing tool.

Vice-Chair Furtch noted the information from the RSVP Plan came from the residents and stakeholders of the City and read a portion of the hundreds of responses that are included in the book that came from the community.

Board Member Jones referenced the on-line surveys and in-person meetings that were attended by the community for several months to put the RSVP Plan together, noting that should not be overlooked.

Ms. Fareed noted Main Street, led the RSVP Plan working with the Carl Vinson Institute of Government where it was stated by the CVIOG staff that they had never seen such a great turnout and input from the community.

Councilman Alexander agreed the CVIOG Charrette was great and referenced the marketing analysis for housing to support the downtown businesses.

Mayor Ford noted the Quiet Zone was instrumental and referenced federal funding from Congressman Scott's office.

Councilman Alexander referenced additional funding for the feasibility study for the pedestrian bridge and TSPLOST projects.

Ms. Fareed noted the "Station" was no longer relevant to the RSVP Plan, as the building has been sold, and the Ted Strickland Community Center is now operating as the Stockbridge Downtown Connection Center housing the Economic Development, Main Street and DDA Office and Conference Room; and noted the Troll Village is no longer relevant, noting the downtown area has a need for more parking, however, there is a need for more art.

Downtown Development Authority Report

Chair Anderson stated he was unsure why the DDA added a Downtown Master Plan when the RSVP Plan was already in place, noting there are items within the plans that conflict with each other, with the DDA approving the Downtown Master Plan, and the City did not.

Councilman Alexander noted there is value in the data from the Downtown Master Plan.

Chair Anderson noted that based on the activity downtown, it appears as though the City is developing an Entertainment District, and that the restaurants are not family friendly.

Mayor Ford stated that the future developments will include more family-oriented facilities.

Ms. Fareed noted the Main Street Program has put on a number of family-friendly events, noting feedback from residents was that there were not adult activities in the city; and referenced the Funnel Cake business, the Lemonade Café, and Ice Cream business for families, and agrees there needs to be more balanced options.

Councilman Alexander referenced the Dance Studio and Peach Cobbler Café that are in the downtown district footprint, and not within the Main Street boundaries.

Ms. Smiley noted it is not necessary to adopt everything included in a feasibility study, noting these are recommendations.

Economic Development Report

Mr. Allonce noted that as part of the City's Strategic Plan, the Economic Development Department was directed to come up with a unified vision and create an Action Plan noting who will do what as it relates to the various boards; noted K B Advisory Group partnered with the City and met with each of the boards discussing the issues, and looked at all of the plans, noting the RSVP Plan was the more dominant plan, and had a conversation on how to move forward, noting there were five (5) overreaching goals, noting downtown is the priority, and needs private investment.

Goal 1 – Revitalize and Activate Downtown Stockbridge.

Goal 2 – Support and Expand the Medical Hub with Piedmont Henry Hospital as the Anchor (Citywide Development Authority will play a major role here).

Goal 3 – Retaining and Supporting the Small/Local Business utilizing the Economic Development BRICS Initiative.

Goal 4 – Developing a Workforce Training Program (Working with Goodwill Industries and Southern Crescent Community College).

Goal 5 – Improving Connectivity and Quality of Life.

Mr. Allonce referenced the Action Plan document and referenced the Objective, Responsible Board(s) and Timeframe, and reviewed the Implementation Strategies, noting the desired outcomes of the next five years, noted for each of the objectives, there are two strategies that are to be considered the "action Items" for the Economic Development Department and relevant stakeholders to implement; and noted for each strategy, the table outlines (1) the recommended stakeholder(s) to carry out each strategy and 92) the estimated timeframe to implement it; and referenced the Key (Stakeholder List) referencing the responsible party, and that collaboration is key for successful economic development, so many of the strategies have multiple stakeholders identified; and noted the stakeholder that is recommended to take the lead role in implementing the strategy is listed first.

Councilwoman Barber asked what role the boards play in attracting businesses to the downtown.

Mr. Allonce noted that if a board member receives information from a potential prospect, the lead(s) should be relayed to the City's Economic Development Department.

Mr. Allonce noted the role of Main Street is to support the existing businesses in the downtown with programs and events that bring patrons, or foot traffic to the downtown area; noted the Downtown Development Authority (DDA) has tools and incentives to bring and retain businesses to the downtown area and is currently working on a project; and the Citywide Development Authority (CDA) has incentive tools and real estate with the hospital and healthcare being the major focus to make Stockbridge more attractive.

Mr. Allonce noted the City has approved a TAD (Tax Allocation District); however, the TAD needs approval of the Henry County Board of Commissioners (BOC) and the Henry County School Board (BOE), and that has not happened, and encouraged each member of the various boards to reach out to the BOC and BOE members to get their commitment on the TAD; noting the TAD revenues would allow for infrastructure and landscaping improvements in the downtown, noting Design Standards need to be implemented for Downtown.

Mr. Allonce recommended the Economic Development Round Table continue, noting each Board member Chair is invited to participate.

Board Member Furtch noted that there has been a great deal of information in the presentations given today, and offered an overview whereas we need more people to come to the downtown area; Main Street needs to offer more activities to bring people downtown; we need more investors to build more residential downtown to support the businesses; and we need more Council support and funding.

Chair Anderson stated as it relates to the DDA's role, the Board may need to acquire property to complete the plan.

Mayor Ford exited the meeting; the City Council no longer has a quorum.

The Main Street Approach: The Four Pillars of Mainstreet Stockbridge Mainstreet Survey Results

Ms. Fareed presented the Main Street 2024 Movie Night Event (June 14th). Motion to approve made by Jones; seconded by Merritt. The motion passed unanimously 6-0.

Main Street 2023 Work Plan

Ms. Fareed referenced the 2023 Downtown Strategic Work Plan noting this is a 5-year project where due to the remnants of the pandemic progress has slowed; noting the report has a number of projects with a delayed status; and noted the area around Burke Street looks blighted and abandoned, and the Alleyway Project needs to be a priority for the City; and noted the utilities appear to be the remaining pending item to complete the Alleyway project.

Board Member Merritt offered her services for AT&T to assist in moving the project along.

Ms. Fareed reviewed the Work Plan Tasks, Responsible Person, Organization, Status and Project Budget, noting there has been ARPA funding allocated to Economic Development for Events, and for the Façade Grant Program.

Ms. Chavis noted the Business Assistance Program will work in partnership with the Downtown Development Authority on business facades and exterior features of the downtown businesses, special events in the downtown, seeking sponsorships, noting small business façade grants have been awarded to Frozen Smoke, Rico's, and Ruth's restaurants; and the Downtown Business Assistance grants have been issued to Frozen Smoke and the Eagles Landing Dance Studio in the Publix plaza on East Atlanta Rd.

Mr. Allonce suggested the City continue to fund the Economic Development BRICS Program.

Ms. Fareed noted developments are going up next to Rico's Restaurant, and the BRICS incentives and grants will help business owners with renovations and curb appeal that will spur and encourage more investments.

Ms. Fareed also noted parking continues to be a huge concern in the downtown area, with a battle amongst the businesses along M L King, Sr. Heritage Trail seeking parking for their patrons, noting Amphitheater parking is an additional problem with concert goers parking in parking spaces for their patrons during the concert with no parking enforcement from the police or code enforcement.

Board Member Furtch noted there are a number of individuals unjustly selling parking spaces during the Amphitheater concerts that don't own the parking areas.

Councilmember Barber agreed there are parking issues in the downtown area, and noted the City Council has been made aware of the issues; and recommended when there are violations, to please call the police if there are illegal attendants spotted, or as the Representative for the Downtown District 4, to also contact her and make here aware.

Ms. Fareed noted the downtown visitors do not always have a great experience due to the parking issues.

Councilmember Barber noted the Amphitheater Map for parking has been requested to present to the Council for approval at the April 30th Work Session Meeting.
Councilmember Barber asked why the Boards are not presenting quarterly updates to the Council and suggested to the Board Chair that presentations be presented so that the Mayor & Council are aware of issues and actions taken by the Board.

Chair Anderson noted the DDA has submitted their First Quarter Report to the Mayor & Council.

Ms. Smiley noted the S.W.O.T. Analysis has basically been covered in the RSVP Plan and the Economic Development Plan and referenced the (4) Four Pillars of Main Street: Economic Vitality, Design (with an emphasis on historic values, murals, and statues), Promotion and Organization.

Ms. Fareed noted the importance of Recreation, Leisure, Dining, and Retail in the Main Street District is to create a Sense of Place.

Ms. Smiley referenced the award-winning Main Street Program and the Small Business Blitz that is typically on the Saturday following Thanksgiving, and noted the Stockbridge Program promotes the Small Business Blitz throughout the entire month of November; and noted the Board needs to keep the 2 Strategic Goals of implement Arts and Beautification of the downtown area in focus.

Board member Potts noted that with so many pending items, Main Street needs to focus and address the items under Main Street's control.

Chair Hopkins agreed, noting the items that are currently noted incomplete, need to be addressed and completed where possible and feasible.

Group 1 was tasked with creating a Strategy for implementing the Arts and Beautification projects in the Main Street/Downtown area.

Group 2 was tasked with identifying Arts and Beautification projects for the Main Street/Downtown area.

Group 2 suggested creating a Task Force to research a small amphitheater stage for smaller events to be located on the city's green space adjacent to city hall; explore donations; seek local artists, musicians, and arts & craft vendors; and install a digital board with announcements; suggested expanding the white lights to be decorated around the trees along East Atlanta Road, M L King, Sr. Heritage Trail, N. Henry Blvd. from Burke Street to Municipal Park adjacent to the Police Station, and along Love Street to identify the downtown area; add seating along M L King, Sr. Heritage Trail; review a Special Façade Grant for Food Depot; remove the brick wall along M L King, Sr. Heritage to open up the sidewalk; city to clean and maintain the entrance to the Arts Center entrance along Burke Street; identify a location near the Amphitheater to install a STOCKBRIDGE Statue with the "I" space empty to be filled in by a person as a tourist attraction; make improvements in the Love Street crosswalk, install and create a "You are Here" QR Code and creating a group to identify the downtown anchors, COS Wayfinding and using the 30281 Zip Code Mural; and have a local Taste of Stockbridge.

Group 2 recommended (6) six Goals to promote the Downtown:

1. Offer financial incentives such as the Façade Grant, and work in collaboration with the City and Business Owners to allow pop-up shops and pop-up markets.
2. Promote Shop Small throughout the entire year to help generate new customers; highlight businesses on the city's webpage, highlighting a "business spotlight of the month".
3. Collaborate with the City's Social Media platforms and promoting events.
4. Encourage businesses to bring out samples with the focus on homemade and hand-made samples.
5. Promote Stockbridge Businesses using a QR Code.
6. Co-market by promoting each other's businesses.

Goal 3

1. Move forward with cleaning up and completing the Alleyway.
2. Move forward with the first phase of Pedestrian Friendly Pedestrian Bridge.

Ms. Smiley and Ms. Fareed thanked everyone for their participation in today's Retreat.

Ms. Smiley noted an overall report would be prepared and distributed to Ms. Fareed in the upcoming week.

Respectfully submitted by:

_____	_____
Vanessa Holiday, City Clerk	Robert Anderson, DDA Board Chair

Developing Downtown Stockbridge

Downtown Development Authority of the City of Stockbridge

REGULAR MEETING SUMMARY MINUTES

Tuesday, May 21st, 2024 @ 6 PM

130 MLK Senior Heritage Trail
Stockbridge, GA 30281

Board Members	**City Staff**
Robert Anderson, Chair - Present	Cassandra Lester, Deputy City Clerk - Present
Warren Washington, Vice Chair - Present	Vacant - Economic Development Director
Frangela Merritt, Treasurer - Present	Vacant - Main Street Manager
Vacant, Secretary	Fred Gardiner, City Manager - Present
Darrell Stampler, Board Member - Present	
Vacant, Board Member	**Guest Speaker**
Elton Alexander, City Councilmember - Present	

Chair Anderson called the meeting to order at 6:02 p.m.

Chair Anderson proceeded with a roll call; Councilmember Alexander was not present.

Chair Anderson called for a motion to approve the meeting Agenda. Motion to approve the Agenda made by Treasurer Merritt; seconded by Vice-Chair Washington. The Motion passed unanimously.

Councilmember Alexander joined the meeting at 6:11 p.m.

Chair Anderson called for a Motion to approve the Minutes of the April 16th, 2024 meeting. Motion to approve made by Treasurer Merritt; seconded by Vice-Chair Washington. The Motion passed unanimously.

The summary minutes from the joint retreat between the Main Street Advisory Board, Downtown Development Authority, and Stockbridge City Council on April 13, 2024, were not approved.

Officer Reports

Chair's Comments-Anderson

Chair Anderson reminded the DDA Board to proceed with integrity and transparency.

Vice-Chair Comments-Washington

No Updates

Treasurer Update-Merritt-Financial Report

Treasurer Merritt presented the balance sheet of the Downtown Development Authority to the Board Members: The Operating account balance is $28,407.74 – changes are $1,582.10 for supplies, $7,400.00 to power pressure wash the bridge; Façade's account balance is $30,000, with no changes; Project's account balance is $210,799.45, including the revenue from the sale of the 114 MLK Sr. Heritage Trail property for $69,904.61.

Chair Anderson called for a Motion to approve the Treasurer's Update. Motion to approve made by Councilmember Alexander; seconded by Vice-Chair Washington. The Motion passed 4-0-1, with Treasurer Merritt abstaining.

Secretary Update-Vacant

No Updates

New Business

Fill the position of Secretary.

The DDA Board will table the discussion until new members join. Treasurer Merritt has volunteered to take roll-call at meetings in the interim.

DCA 2023FY Report

Clerks' office agreed to provide the training of DDA Board members within the next business day so the DDA can file for renewal.

Old Business

Sale 114 MLK Sr Heritage Trail.

Chair Anderson announced that the sale of the 114 MLK Senior Heritage Trail was completed on May 10th, 2024. He stated that he and Treasurer Merritt will meet with the DDA attorney to complete the paperwork required to satisfy the verbal agreement with the City of Stockbridge, which involves splitting the proceeds from the sale of the 114 MLK Sr. Heritage Trail 45/55. 45% to the Downtown Development Authority and 55% to the City of Stockbridge.

DDA Bylaws

Superior Court was not able to record the bylaws because they were not notarized. Chair Anderson provided the clerk's office with a copy of the updated bylaws for posterity.

Amphitheater Information Tent

The Board agreed to staff the information tent on an event-by-event basis.

Amphitheater VIP Table

The Board reviewed the joint sponsorship proposal from the Citywide Development Authority. Treasurer Merritt requested an invoice be sent to the DDA Board for the VIP table sponsorship.

Railroad Bridge Washing Project

Chair Anderson informed the Board that the pressure washing project for the Railroad Bridge has been completed, and the contractor has been fully paid. However, Chair Anderson expressed concern that the Board did not receive a quote or contract from the vendor before the project began. Both Vice-Chair Warren and Councilmember Alexander recalled discussing the details of the power pressure washing during the April 16th meeting. Chair Anderson emphasized the importance of the DDA Board receiving a written agreement whenever a contractor performs work on its behalf. In response, Councilmember Alexander mentioned that the amount and the vendor were indeed discussed during the April 16th meeting, and no one objected. Chair Anderson stated that the DDA Board cannot hold the contractor accountable for not removing the vines that were left on the bridge after the work was completed, because the DDA Board did not have a contract with the contractor. The City Manager assured the DDA Board that he would have the contractor remove the vines.

City Council Update

Councilmember Alexander states that everything is going well. He mentioned that 114 MLK Senior Heritage Trail had been cleaned out, and photos were sent to the DDA Board. The Amphitheater had a good turnout for its first concert, and the traffic plan worked well. He also noted that the beautification at Lee Street and East Atlanta Road is amazing. He mentioned the Free concerts on Memorial Day and Juneteenth. Councilmember Alexander stated he had to go to another appointment. Councilmember Alexander left at 6:51 p.m.

City Staff Reports

Stockbridge Economic Development Director - Vacant

City Manager Fred Gardiner mentioned that the city is still interviewing for the vacant Economic Development Director position. In the interim, he will work in the Downtown Connection Center on Mondays and Wednesdays. He stated that the TAD masterplan is complete and will be presented to the Council at the next scheduled work session. The discussion included an explanation of how TAD funding works and clarified that it would not increase the millage rate. Atlantic Station and Camp Creek Parkway were used as comparable projects, he mentioned that if approved by the Council, the next step would be to seek consent to proceed from the County. Chair Anderson remarked that growth is beneficial when coupled with integrity and transparency. Chair Anderson also noted that he believes backdoor deals have made the area landlocked. Chair Anderson expressed agreement that the Downtown Development Authority will collaborate with the city to move forward. City Manager Gardiner stated that everything is being done openly in front of everyone.

Executive Session – Real Estate Matters

No Updates

Vice-Chair Washington had to leave, therefore Chair Anderson called for a motion to adjourn; Treasurer Merritt motioned to adjourn the meeting at 7 p.m.; seconded by Board member Stampler. The Motion passed unanimously. The minutes were 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)

Stockbridge

Where Community Connects

DDA
Downtown
Business

4640 North Henry Blvd. Stockbridge, GA 30281

APPLICATION FOR BOARD, COMMITTEE OR COMMISSION APPOINTMENT

- Citizens provide a great insight and knowledge to City government. An avenue that the City of Stockbridge uses to get this insight is through the various Boards and Committees. The members of the Boards and Committees make decisions and submit recommendations to the City of Stockbridge Mayor and Council. Applicants complete a questionnaire that will assist the Mayor and Council in the review process in determining applicant eligibility requirements and qualifications for Board or Committee membership.

Questions to consider before applying for membership on a Board or Commission:

- Do I fully understand what this Board, Committee or Commission expects from me?
- Am I committed to the goals and mission of this Board, Committee or Commission?
- Can I afford the demands on my time, resources and energy?
- Will I attend meetings regularly, making them a priority for the duration of my appointment?
- Am I willing to perform a reasonable amount of work outside of regularly scheduled Board, Committee or Commission meetings and prepare for each meeting?
- Can I work effectively with the other members of the Board, Committee or Commission?
- Am I willing to participate in necessary Board, Committee or Commission training, education and development activities that will improve my effectiveness in my position?
- Am I willing to complete a Criminal Background Check upon selection?

APPLICANT INFORMATION

Applicant Name: Kenya Cook

Occupation: Operations Manager

Employer: Arch-Dent Dental Clinic P.C.

Home Address: 105 Turning Point

City: Stockbridge

Zip: 30281

Home Phone: (_____) _____

Home E-Mail: [redacted]

Work Phone: [redacted]

Work E-Mail: [redacted]

Cell Phone: [redacted]

Preferred E-Mail: ■ Home ☐ Work

Name and address of the business entity you own/operate, located within the city limits of Stockbridge (if applicable)

Arch-Dent Dental Clinic P.C., 101 Center Street, Stockbridge, GA 30281

BOARD, COMMITTEE OR COMMISSION APPLICATION

a) Which Board(s) or Commission(s) do you wish to be appointed to? Downtown Development Authority

If applying for the Main Street Advisory Board, which position? (See positions noted below) _____

b) How long have you been a resident or business owner/operator in the City of Stockbridge? 2 ___ Years 1 ___ Months

c) Are you current with all your financial obligations to the City of Stockbridge? ● Yes ☐ No

d) Are you willing and available to attend training sessions on-site and/or off-site if provided by the city? ● Yes ☐ No

e) Available Boards and Commissions and their terms and meeting schedules are listed at the end of this application. Are you able to meet the attendance requirements of the position for which you are applying? ● Yes ☐ No

f) Do you know of any circumstances that would result in you having to abstain from voting on any action before the Board or Commission? ☐ Yes ● No If yes, please explain:

_____

_____

g) Do you or your employer, or your spouse, child, relative or their employers, do business with the City of Stockbridge ☐ Yes ● No If yes, please explain:

_____

_____

h) Do you have any employment or contractual relationship with the City of Stockbridge that would create a continuing or frequently recurring conflict regarding your participation on a Board or Commission? ☐ Yes ● No If yes, please explain:

_____

BOARD, COMMITTEE OR COMMISSION APPLICATION

i) Please briefly explain your reasons for wishing to serve on the Board or Commission you select:

I am eager to join the Downtown Development Authority board because I am passionate about contributing to the vibrancy and growth of our downtown area. My vision for downtown is one where businesses thrive, residents and visitors enjoy a high quality of life, and our community's unique character is celebrated.

With a background in Civic Leadership, Education and Management I bring; leadership, organization, high energy, and enthusiasm, that can help address the challenges and opportunities we face. For instance, my experience in urban planning, business development, community engagement has equipped me with a deep understanding of strategic planning, stakeholder collaboration, and innovative solutions.

I am particularly interested in:

j) Are you willing to be considered for appointment to any of the other Boards or Commissions of the City if a position is not available on the Board or Commission of your first choice? ☒ Yes ☐ No If yes, please list the Boards or Commissions for which you would like to be considered (in order of interest):

Citywide Development Authority or Public Facilities Authority

k) **Please attach a Resume of Qualifications for the Board position for which you are applying.**

APPLICANT STATEMENT

I understand that I am applying for appointment to a Board, Committee or Commission office of the City of Stockbridge that the appointing authority may require an interview prior to consideration for appointment; that I will be required to take an oath of office to uphold the City's charter and ordinances; that I may be removed from office for any reason permitted by law or City charter; and that my application will remain on file for consideration for a period of six (6) months, after which time, I will need to file a new application. I always agree to comply with all requirements of the office for which I am applying and to which I may be appointed. All statements and information provided in this application are true to the best of my knowledge. I understand a Criminal Background Check will be completed if I am considered to go before the Mayor & Council prior to being appointed. Members who qualify for elected office shall be removed from the Board/Commission of which they serve.

Signature: Kenya Cook (Signed via SignNowApp.com)

Kenya Cook
Printed Name

05-22-2024
Date

Please return signed application to:

City Clerk
City of Stockbridge
4640 North Henry Blvd.
Stockbridge, Georgia 30281

Fax: 770.389.7912
Email: cityclerk@cityofstockbridge-ga.gov

KENYA COOK

[redacted]

QUALIFICATIONS

10+ years Director Level experience	7 years Career Services	Change Leader
Business Development	Strong performance management	Master's degree
B2B Specialist	Public Speaking	Title IV trained

EXPERIENCE

Operations Manager

Arch-Dent Dental Clinic P.C., Stockbridge, GA — Aug '22 - Present

- Manage Accounts Receivables
- Responsible for developing and implementing performance management systems designed to promote over-achievement.
- Realigned professional staff to better coordinate with stakeholders
- Analyze Key Performance data to improve monthly revenue
- Contribute to leadership team to develop overall campus success

Director of Career Services

Lincoln Tech, Paramus, NJ — Aug '19 - Jun '22

- Exceeded placement accreditation benchmarks by 13.02%
- Responsible for developing and implementing performance management systems designed to promote over-achievement.
- Realigned professional staff to better coordinate with campus stakeholders
- Analyze data of students to predict risk and develop support plans
- Contribute to leadership team to develop overall campus success

Campus Director

Elite Institute - Jersey City, NJ — Oct '18 - Jul '19

- Worked directly with the CEO to create Seasonal marketing campaigns and acted as the chief decision-maker for community outreach initiatives.
- Developed relationships with government unemployment agencies to create enrollment opportunities and grew the school 30% in the first quarter.
- Created and scheduled quarterly high energy events that focused on building brand awareness.
- Complaints and violations were reduced to zero by December 31, 2018, and maintained. I designed and conducted training that focused on the core values of compassion, empathy, and excellence.
- Developed print and social media marketing campaigns to target demographics.

Regional Vice-President / New Jersey

Empire Education Group - Bloomfield, NJ Jul '17 - Mar '18

- Developed and executed one outreach event per quarter, and increased the impact of the community events by leveraging relationships with youth organizations, elected officials and community leaders.
- Provided leadership for Northern New Jersey schools during NACCAS accreditation visits. This included onsite training for key staff members.
- Developed regional relationships with employers, which resulted in exceeding State standards for graduate placement.
- Worked with regional leadership to create youth-oriented best practices. Our focus yielded an increase in all branded admissions activities.
- Created and administered an operating budget of $6 million and exceeded EBITDA in 2018.

Executive Director

Empire Education Group - Bloomfield, NJ Feb'14 - Jul '17

- Utilized social media and branding to build an online community and drive brand awareness. Decreased new student acquisition cost by 5%.
- Managed five directors, eight administrative staff and 3 facilities crewmen.
- Created and sustained a community outreach budget focused on youth/high school enrollment. This included sponsoring football games.
- Exceeded EBITDA four consecutive years by exceeding salon sell goals and tuition revenue forecasts.
- Implemented school policies on student advisement and created advisement teams. In 2017 Received national recognition for Total School Quality;
- Managed 120 students and decreased attrition by 3% this was accomplished through the team and individual coaching;

Executive Director

Anthem Institute - Jersey City, NJ Jan '13 - Dec '13

- Represented school at monthly community meetings, high school events, and grassroots organizations to build brand awareness in the community.
- Responded to our marketing research and created a Nursing Aide program and increased new enrollments by 8%. Scheduling and other student logistics were managed seamlessly during construction.
- Created new student onboarding initiatives and increased first-quarter retention by 30%.
- Effectively launched a new student information system and trained staff to manage data from enrollment through graduation and career placement.

Managing Director

Dorsey School - Pontiac, MI Jan '11 - Jan '13

- Managed campus P&L through team lead meetings and fostered a culture of ownership. Met EBITDA for two consecutive years.
- Developed outreach mission that increased brand awareness in the community of Pontiac, MI.

- Developed local training program for the admissions team and increased student enrollment by 12% over two years;
- Coordinated the logistics of all on and off-campus events for staff, students and stakeholders.

Campus Director

ITT Technical Institute - Madison, AL Jul '09 - Jan '11

- Leverage relationships to create the first graduation of the 100th campus of ITT Technical Institute; which attracted elected officials and the community-at-large. Over 200 people participated.
- Managed the Careers Services department and placed 75% of graduates within six months of completion.
- Utilized relationships with youth organizations to increase high school enrollments.
- Worked with marketing partners to establish ITT Tech brand in a new market and grow start-up campus from zero to 500 students in three years;
- 2009 Leader of the Year Awardee

Director of Recruitment

ITT Technical Institute - Madison, AL Jan '08 - Jul '09

- Created weekly progress reports to senior management and maintained a strong presence at stakeholder events.
- Exceeded 2008 enrollment goal by 170% by hiring, training, supporting and managing talent effectively.
- Created new student acquisition and retention plans that held retention at 6.5%.
- Engaged high school market by engaging the brand of the school with the youth sports organizations.
- Exceeded the 2009 budget by $450,000 in new student revenue.
- Created the new student leads through referral campaigns. Overall student acquisition costs were decreased.

EDUCATION

Masters of Business Administration

Walden University, Minniapolis, MN Nov '08

Bachelor of Business Administration

Davenport University May '01

Associates of Science

Henry Ford College May '98

Six Sigma Certificate

Bloomfield College Oct '18

OTHER EXPERIENCE

Sylvan Learning Center - Southfield, MI 2001 - 2003
Executive Director

Thirteenth Congressional District - Detroit, MI — 2002 - 2004
Elected - Precinct Delegate

State of Michigan - Lansing, MI — 1999 - 2001
Legislative Aide to the Minority Speaker of the House

REFERENCES

Dudley Layfield
Rickie Mitchell
Santo Trapani