Stockbridge

Where Community Connects

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF STOCKBRIDGE

BOARD MEMBERS

Kenya Cook, Chair

Warren Washington, Vice-Chair

Nathan Banks, Treasurer

Jerry Mays, Secretary

Nycholas Armstead, Board Member

Darryl Stamper, Board Member

Councilmember Elton Alexander

ADMINISTRATION

Vacant, City Manager

Gerald Sanders

Economic Development Director

Lisa Fareed

Downtown Main Street Manager

Cassandra Lester, Recorder

Blake Sharpton, Attorney

Downtown Development Authority Meeting Agenda June 17, 2025 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 17, 2025 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 May 20, 2025, Meeting Minutes
5. Approve June 05, 2025, SCM Meeting Minutes

II. Officers Reports

6. Chairman's Comments – Cook
7. Vice Chair's Comments – Washington
8. Secretary's Updates – Mays
9. Treasurer's Updates – Banks

III. Old Business

10. Update Waste Collection Services
11. Review Façade Grant Applications: Edward G. Renehan update
12. Review Amphitheater initiative
13. Pending bills Parker Poe Attorney

IV. New Business

14. Discuss marketing for the Down Development Authority
15. Discuss securing a grant writer
16. Approve payment for name badges ($24.00).

V. City Staff Reports

17. City Council Liaison – Councilman Alexander
18. Economic Development Department – Gerald Sanders
19. Main Street Advisory Board Liaison – Lisa Fareed

VI. Adjourn

VII. Executive Session (if needed)

Developing Downtown Stockbridge

Downtown Development Authority of the City of Stockbridge

MEETING SUMMARY MINUTES

Tuesday May 20, 2025 @ 6 PM

130 MLK Senior Heritage Trail
Stockbridge, GA 30281

Board Members	City Staff
Kenya Cook, Chair - Present	Cassandra Lester, Deputy City Clerk - Present
Warren Washington, Vice-Chair - Present	Gerald Sanders, Economic Development Director - Present
Nathan Banks, Treasurer - Present	Lisa Fareed, Main Street Manager - Present
Jerry Mays, Secretary - Present	Terezy Ochoa, Mainstreet Coordinator - Present
Darrell Stampler, Board Member - Absent	Vacant, City Manager
Nycholas Armstead, Board Member - Present	**Guest:**
Elton Alexander, City Council Liaison - Present	Sharese Stevens with Crown Pizza
	Econuel Ingram, Conference Center Marketing Coordinator

Chair Cook called the meeting to order at 6:00 p.m. Elton Alexander arrived at 6:12 p.m.; Nathan Banks arrived at 6:20 p.m.

Chair Cook called for a motion to approve the agenda. Motion to approve by Nycholas Armstead; Seconded by Vice-Chair Washington; The Motion passed unanimously.

Chair Cook called for a Motion to approve the April 15th, 2025, meeting minutes. Motion to approve by Vice-Chair Washington; Seconded by Secretary Mays; The Motion passed unanimously.

Officer Reports

Chair's Comments-Cook

Chair Cook recited the mission statement of the Downtown Development Authority (DDA) and announced that the payment of $5,000 for the amphitheater sponsorship, which includes four seats, has been completed. He then asked Board members who have used the VIP table to provide an update. Nathan Banks mentioned that he attended an event with his VIP guest, Juanita. Vice-Chair Warren Washington stated that he attended a concert with the City Manager of Hinesville. Chair Cook emphasized that tracking who uses the VIP seating will help the Board decide whether to continue using the table in the next season. He stressed that the purpose of the sponsorship is to create a positive economic impact on the Downtown development district.

Chair Cook also suggested the possibility of hiring a grant writer to enhance the Board's sustainability and increase its income. Economic Development Director Gerald Sanders indicated that it might be possible for the DDA to utilize the grant writer that the city plans to hire. While nothing has been finalized yet, this could be an option. The discussion on this topic was tabled.

Chair Cook suggested to the Board to consider allocating funds for marketing to include apparel and videographer for short form and long form social media.

Chair Cook provided an update to the Board, informing them that the Downtown Development Authority (DDA) has received a map of the Downtown area and its zones. The discussion included the establishment of priority zones and the assignment of names to different districts, from which, a scope of work will be developed to enhance these areas and to consult with business owners in order to understand their needs. With the purpose of developing the Downtown area and making it significant.

After discussion, the Board voted to expand the Downtown area map from the west side of Flippen Road to the east side at Neal Avenue. Motion to approve by Vice-Chair Washington; Seconded by Elton Alexander. The Motion passed unanimously.

Dialogue continued after the vote, expressing concerns that the core of the DDA should not be neglected due to the DDA expanding it's map.

Chair Cook proceeded with the meeting and suggested that the DDA should create a "listserv" for all Downtown businesses. This would help increase access to information and enhance the reach of the DDA's initiatives.

Chair Cook updated the Board that the Georgia Downton Development Program sent correspondence that Governor Kemp has re-capitalized the Georgia Department of Community Affairs - Downtown Development Revolving Loan Fund.

Vice-Chair Comments-Washington
Vice-Chair Washington provided a brief update to the Board from the Main Street Advisory Board Retreat he attended on May 10, 2025.

Treasurer-Nathan Banks
Treasurer Nathan Banks verbally delivered the treasurer's report as follows:

Operating Account: The starting balance was $22,213.54, and the ending balance is $17,213.54. This includes a payment of $5,000 for a paving invoice that was approved at the meeting on February 18, 2025.

Façade Account: The balance is $41,133.50 with no change.

Project Account: The balance is $180,803.44 with no change.

Chair Cook called for a motion to approve the Treasurer's report. Motion to approve by Nycholas Armstead; Seconded by Vice-Chair Warren Washington; The Motion passed 4-0-1 with Treasurer Banks abstaining.

Secretary Update-Jerry Mays
Secretary Mays stated he has completed his required DDA training and asked for updates on how the other Board members are progressing with their training.

Old Business
Waste Collections Services Agreement
The Board discussed presenting the waste collection services agreement to the city council. The Board is awaiting confirmation that the resolution is on the council meeting agenda and will provide a presentation at that time.

A payment of $500 was issued to the Georgia Downtown Development Authority for membership fees after discussion and approval during the DDA Board meeting on April 15, 2025.

DDA Insurance Policy with Cincinnati Insurance
Chair Cook updated the Board that he and Treasurer Banks are awaiting the amount of the insurance renewal. Once that information is received, they will proceed with payment, since this cost is part of operating expenses. He asked if the Board had any questions or concerns. No comments from the Board were made.

2024 Financial Audit to Willam Conner- City of Stockbridge Senior Accountant
Chair Cook stated that he and Treasurer Banks will have the requested financials to Willam Conner, the City of Stockbridge's Senior Accountant, before the next DDA meeting.

Façade Grant update for 120 MLK Sr Heritage Trail
A revised Façade grant proposal dated 04/04/2025 for the 120 MLK Sr. Heritage Trail was submitted to the Board for review. The total amount requested was $16,597.32. Vice-Chair Washington made a motion to approve a payment of $15,000 plus 33% of the overage per the current façade grant guidelines. The motion was seconded by Nycholas Armsted and passed unanimously.

Reimbursement to Chair Cook
The reimbursement check for the P.O. Box was issued to Chair Cook.

New Business
Name Badges for New Board Members
The Board unanimously consented to approve payment for the name badges for the new Board members. No vote taken.

Payment to Parker Poe for Legal Services on 116 Davis Road Transfer
The Board discussed the invoice and expressed concerns about being unaware of the costs related to the transfers of 116 Davis Road. They decided to have the DDA attorney review the Intergovernmental Agreement (IGA) with the city to clarify who is responsible for paying the closing costs and legal fees. Additionally, they will check to see if the DDA received funds from the transaction.

City Council Update
Elton Alexander – City Council Liaison
Councilmember Alexander commented on the impressive location where the Mainstreet Advisory Board held their retreat, 138 Render, noting that it is comparable to living spaces in Alpharetta or Atlanta. He expressed his satisfaction with having such a property in Stockbridge; he highlighted the recent concerts, mentioning that one was canceled due to a tornado in the area. However, he noted that the Dru Hill and 112 concert was a success, and fans had a great time.; Additionally, he reported that the STEM school has broken ground, which will create over 200 quality jobs in the Downtown area.; He mentioned that quotes for the Rock Quarry widening project have been received, and they are higher than initially expected. Despite this, he remains hopeful that GDOT will provide the additional funding necessary to proceed with the widening.; He adds that the council also approved a mixed-use development at Rock Quarry and North Henry, which will include townhomes and retail shops. The first retail tenant will be Tim Hortons Coffee.; Furthermore, he notes that the first segment of the trail, called the "Model Mile," will begin at Davis Road near the dog park in Clark Park. This section will feature a tunnel under the railroad, connecting Clark Park to Gardner Park and making it easier for everyone to walk between the two parks. This segment is part of a larger initiative known as the Bridgeway Trail.

City Staff Reports

Gerald Sanders – Economic Development Director

Economic Development Director Gerald Sanders states his department is would like to proceed with the Alleyway project; Updates that they are collaborating with Norfolk Southern to add fifteen slanted parking spaces along Love Street and MLK.

Lisa Fareed – Main Street Manager

Ms. Fareed updated the Board regarding the recent MSAB Retreat held on May 10, 2025. She mentioned that Elton Alexander and Warren Washington were in attendance. The purpose of the retreat was to review the previous work plan, assess progress, and develop a schedule for 2025-2026.; Ms. Fareed highlighted two key outcomes from the retreat. The first objective is the Alleyway project, which will improve the Downtown District. She hopes that the Downtown Development Authority (DDA) and the Main Street Advisory Board (MSAB) can collaborate to complete this project within the year. The second objective focuses on promotion. After reviewing several initiatives, the MSAB decision was made to move forward with initiatives that align with the Main Street mission for the Downtown area, which is to expand the Tiny Tent series by adding four more shows, increasing the total to twelve shows, and considering the addition of a farmers market.; Ms. Fareed has requested that the MSAB participate in the Downtown Development 101 training and would like to arrange a trainer to conduct the session. She is also asking the DDA Board to cover the costs associated with this training.

Guest

Conference Center Marketing Coordinator - Econuel Ingram

Mr. Ingram presented to the Board a verbal proposal to explore a partnership aimed at increasing traffic to the Downtown business area through collaboration with the City of Stockbridge's events department. This initiative would involve the City of Stockbridge's events staff and local business owners in the Downtown area. The proposed cost is $5,000 per event, which would cover advertising on the radio, promotions on social media, display of the DDA Board's logo on the jumbotron, announcements at city events, ticket giveaways to patrons, and other incentives geared toward increasing traffic in the Downtown Development Authority. A formal proposal outlining all traffic engagement strategies will be sent to the Board.

The motion to formalize a relationship between the Downtown Development Authority and the City of Stockbridge Events Department to establish a committee of Downtown business owners to execute events was made by Vice-Chair Washington and seconded by Nicholas Armstead. The motion passed 4-0-1 with Secretary Mays abstaining.

Chair Cook reminded the Board to track the anticipated return on investment and outcomes related to this collaboration.

Sharese Stevens with Crown Pizza

The Board welcomed Ms. Shareese Stevens, the owner of Crown Pizza, who introduced herself and mentioned that her restaurant is set to open in the first week of June. She is very excited and aims to bring a taste of the city to Stockbridge with her sliced pizza restaurant.

Executive Session – No Update
Chair Cook called for a motion to adjourn at 7:44 p.m.; Nathan Banks motioned to adjourn; Seconded by Vice-Chair Washington. 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 o 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)
meeting held for investigative purposes under duties or responsibilities imposed by law.	50-14-3(a) (1)

Developing Downtown Stockbridge

Downtown Development Authority of the City of Stockbridge

SPECIAL CALLED MEETING SUMMARY MINUTES

Thursday June 5th, 2025 @ 6 PM

130 MLK Senior Heritage Trail

Stockbridge, GA 30281

Board Members	**City Staff**
Kenya Cook, Chair - Present	Cassandra Lester, Deputy City Clerk - Present
Warren Washington, Vice-Chair - Present	Gerald Sanders, Economic Development Director - Absent
Nathan Banks, Treasurer - Present	Lisa Fareed, Main Street Manager - Present
Jerry Mays, Secretary - Present	Vacant, City Manager
Darrell Stampler, Board Member - Present	**Guest:**
Nycholas Armstead, Board Member - Absent	Terell Cox with Crown Pizza
Elton Alexander, City Council Liaison - Absent	

Chair Cook called the meeting to order at 6:11 p.m.

Chair Cook called for a motion to approve the agenda. Vice-Chair Washington made a motion to amend the agenda to allow for Terell Cox with Crown Pizza's presentation as the first item under New Business. Motion to approve the amended agenda made by Nathan Banks; Seconded by Secretary Mays; The Motion passed unanimously.

New Business

Request for Power Pressure Washing

Terell Cox from Crown Pizza made a request to the DDA Board to power pressure wash along MLK Sr. Heritage Trail to Love Street. The request specified cleaning of the sidewalks and curbs twice a year to enhance the aesthetics of the area. This request aims to benefit local businesses and improve the overall appearance of downtown Stockbridge. Chair Cook called for a motion. Treasurer Nathan Banks made a motion to obtain three quotes for power pressure washing within the next ten days to present to the DDA Board; Seconded by Vice-Chair Washington. The motion passed 4-0-1 with Chair Cook abstaining.

Collaboration with Atlanta Black Chamber for Street Events

Vice-Chair Washington presented an option for the Board to collaborate with the Atlanta Black Chamber's Vendor Market. This Vendor Market features food trucks and live music, aimed at increasing awareness, foot traffic, and visibility for businesses along the MLK Sr. Heritage Trail. The collaboration would cost $6,000 per event, with two events scheduled each month. Vice-Chair Washington highlighted that this collaboration could bring density to the area and enhance the economic impact for business owners located on MLK Sr. Heritage Trail and in the downtown corridor.

The Board engaged in a robust discussion covering various topics, including the assessment of deliverables, methods for measuring the impact of the collaboration, the timeframe to see growth from this partnership, potential scheduling conflicts with city-led initiatives, responsible budgeting decisions, and gauging the level of interest among business owners on MLK Sr. Heritage Trail and in the downtown area.

The Board agreed to hold a special meeting around June 12, 2025, to review the formal proposal for the Vendor Market from the Atlanta Black Chamber.

A motion was made by Vice-Chair Washington to approve a marketing budget of $12,000 per month for two months, totaling $24,000 for four Vendor Market events. The motion was seconded by Jerry Mays and passed with a vote of 4-0-1, with Darrell Stampler abstaining.

SPECIAL CALLED MEETING
SUMMARY MINUTES
Thursday June 5th, 2025 @ 6 PM
130 MLK Senior Heritage Trail
Stockbridge, GA 30281

Executive Session – No Update

Chair Cook called for a motion to adjourn at 6:58 p.m.; Treasurer Banks motioned to adjourn; Seconded by Darrell Stamper. 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)
meeting held for investigative purposes under duties or responsibilities imposed by law.	50-14-3(a) (1)