



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
July 14, 2025 6:00 PM**



STOCKBRIDGE DOWNTOWN CONNECTION CENTER

130 M L KING SR. HERITAGE TRAIL

STOCKBRIDGE, GA 30281

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AGENDA DOWNTOWN DEVELOPMENT AUTHORITY MEETING CITY OF STOCKBRIDGE

MONDAY, JULY 14, 2025 6:00 PM

I. Call to Order

1. Roll Call
2. Invocation
3. Approve Agenda
4. Approve June 17th Minutes

II. Officers Reports

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

III. Old Business

9. Update Waste Collection Services
10. Review 120 MLK Sr. Façade Grant for Edward G. Renehan
11. Discuss Georgia Downtown Association Conference
12. Review Amphitheater Initiative
13. Discuss Marketing for the Downtown Development Authority

IV. New Business

14. Discuss promoting Façade Grant Program
15. Discuss creating an interior grant for businesses

V. City Staff Reports

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

VI. Executive Session (if needed)

VII. Adjourn



Developing Downtown Stockbridge

Downtown Development Authority of the City of Stockbridge

MEETING
SUMMARY MINUTES
Tuesday June 17, 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 - Absent
Jerry Mays, Secretary - Absent	Terezy Ochoa, Mainstreet Coordinator - Present
Darrell Stamper, Board Member - Absent	Vacant, City Manager
Nycholas Armstead, Board Member - Present	Guest:
Elton Alexander, City Council Liaison - Absent	Henry Caslin of Alex and Partners Marketing and Consulting LLC via phone call.

Chair Cook called the meeting to order at 6:01 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 May 20th 2025, meeting minutes. Motion to approve by Vice-Chair Washington; Seconded by Nycholas Armstead; The Motion passed unanimously.

Chair Cook called for a Motion to approve the June 05, 2025, SCM meeting minutes. Motion to approve by Vice-Chair Washington; Seconded by Nycholas Armstead; The Motion passed unanimously.

Officer Reports

Chair's Comments-Cook

Chair Cook requested clarification on the process for calling special meetings. The Deputy City Clerk explained that, in accordance with the Open Meetings Act, all public meetings must be advertised in the city's official publication, the Henry Herald. She further clarified that each committee must submit its meeting dates to the city council in December for the upcoming year. Any unscheduled meetings are considered special-called meetings and must be advertised at least 72 hours in advance in the Henry Herald. Additionally, she noted that emergency meetings require 24-hour notice and must meet specific criteria to qualify as emergencies. Chair Cook then suggested that the committee include the cost of advertising special-called meetings in the operating budget to cover expenses for potential future special-called meetings.

Chair Cook sought clarification regarding the tickets for the amphitheater sponsorship because he found that the sponsorship table is not available for all amphitheater events. Vice-Chair Washington reported receiving a text from CDA Chair Ariel Shaw, indicating that the upstairs lounge is available for rented events at the amphitheater. Chair Cook proposed adding this topic to the next meeting agenda for further discussion, citing that he was not made aware that the DDA Board could use of the lounge area for rented events at the amphitheater

Chair Cook also encouraged the Board to consider sustainable projects that could utilize the existing project fund and recommended that the Board review the 2018 Renaissance Plan as a source for potential projects.

Vice-Chair Comments-Washington

Power Pressure Washing Quote:

Vice-Chair Washington presented three quotes to the Board for the power washing that was approved at the last meeting:

- \$2,225 from Hot Pressure Wash Solutions
- \$2,250 from Godspeed Services LLC
- \$2,970 from Manicure

Chair Cook called for discussion, but no additional comments were made by the Board. Chair Cook made the recommendation to take before-and-after photos of the areas to power pressure washed and called for a motion.

Vice-Chair Washington made a motion to approve the lowest quote, which was seconded by Nycholas Armstead; Motion passed unanimously

The selected vendor for the power washing project is Hot Pressure Wash Solutions, with a quote of \$2,225.

Pre-Concert & Night Market Proposal:

Vice-Chair Washington presented a proposal from Henry Caslin of Alex and Partners Marketing and Consulting LLC regarding the organization of pre-concert night market events. Mr. Caslin joined the meeting via phone to discuss his extensive marketing background. He emphasized his experience and how he could help the DDA Board increase visibility and foot traffic in the downtown area through strategic events and marketing initiatives. Stating the goal is to transform the downtown area into a destination rather than just a brief stop for visitors.

Chair Cook opened the floor for discussion. During this time, Executive Director Gerald Sanders expressed concerns about potential conflicts with scheduled events, as well as logistical issues related to timing and the use of spaces in the downtown area. Chair Cook indicated that Mr. Caslin needs to submit a detailed proposal that includes the project's scope, schedule of events, and associated costs. The discussion continued, noting that while the budget for these events has been approved, each event still requires review by the Board.

Chair Cook called for a motion. Vice-Chair Washington made a motion to approve Henry Caslin from Alex and Partners Marketing and Consulting LLC as the vendor to facilitate the night and pre-concert market events. Nycholas Armstead seconded the motion; The motion passed unanimously.

Amphitheater Sponsorship Table:

Vice-Chair Washington provided an update on the allocation of amphitheater sponsorship table tickets during this meeting. He stated that two tickets were assigned to the Black Chamber of Commerce, and two tickets were given to "Fan of the Logo," a Pittsburgh Steelers fan club that aims to establish the downtown Stockbridge area as a home base for preseason and football games. "Fan of the Logo" plans to hold its first event on June 30, 2025, in front of Frozen Smokes.

Nycholas Armstead mentioned that the Downtown Development Authority (DDA) members should have the opportunity to wear and bring branded marketing materials to amphitheater

sponsorship table as a way to increase visibility. Chair Cook suggested adding a discussion on the amphitheater sponsorship strategy to the agenda, highlighting the importance of having representatives from the DDA Board engage with potential VIPs attending events.

Treasurer-Nathan Banks

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

Operating Account: The balance is \$4,162.51.

Façade Account: The balance is \$41,133.50.

Project Account: The balance is \$180,803.44.

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

N/A

Old Business

Waste Collections Services Agreement

The Chair and Vice-Chair will present on behalf of the DDA Board the resolution for the waste services collections agreement for discussion at the June 25th work session.

Façade Grant update for 120 MLK Sr Heritage Trail

Tabled

Payment to Parker Poe for Legal Services on 116 Davis Road Transfer

Chair Cook expressed that the DDA should not be responsible for paying the invoice. Gerald Sanders stated he would review the statement once more to confirm that the charges to the DDA were indeed for their services and to request clarification on why so many attorneys were involved in a typical property transfer.

New Business

Marketing for Downtown Development Authority

The DDA Board voted to approve and retain the services of Henry Caslin of Alex and Partners Marketing and Consulting LLC pending revised proposal and will also look for other marketing initiatives that will increase visibility.

Securing a Grant Writer

The DDA Board remains interested in hiring a grant writer. Executive Director Gerald Sanders noted that unless the Board commits to submitting a specific number of grants each year, hiring a full-time grant writer may not be beneficial. Instead, he proposed considering the option of utilizing a grant writer employed by the city. In this arrangement, the Board would pay the grant writer for assistance as needed.

Name Badges for New Board Members

Vice-Chair Washington made a motion to approve the purchase of magnetic name badges for the entire DDA Board in the amount of \$96.00; the motion was seconded by Nicholas Armstead, and it passed unanimously.

City Council Update

Elton Alexander – City Council Liaison

Not present

City Staff Reports

Gerald Sanders – Economic Development Director

Economic Development Director Gerald Sanders recommended to the Board that it should refrain from expanding the boundaries of the Downtown Development Area. He cited potential conflicts with the Department of Community Affairs, noting that such an expansion could limit the resources available to existing businesses within the DDA service area. Furthermore, he pointed out that most cities do not have a Downtown area larger than that of Stockbridge.

Lisa Fareed – Main Street Manager

Terezy Ochoa presented on behalf of the Main Street Department, updating the Board on the following events:

- June 27th Tiny Tent
- June 28th Get to Stepping Fitness Walk
- June 28th Farm to Table Market

Executive Session

No Update

Chair Cook called for a motion to adjourn at 7:22 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.	50-14-2(1) and
Identify the case or claim discussed but not the substance of the attorney-client discussion.	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)