Stockbridge

Where Community Connects

DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF STOCKBRIDGE

BOARD MEMBERS

Kenya Cook, Chair

Warren Washington, Vice-Chair

Vacant, Treasurer

Jerry Mays, Secretary

Vacant, Board Member

Darryl Stamper, Board Member

Councilmember Elton Alexander

ADMINISTRATION

Shawn Edmondson, City Manager

Gerald Sanders

Economic Development Director

Lisa Fareed

Downtown Main Street Manager

Cassandra Lester, Recorder

Blake Sharpton, Attorney

Downtown Development Authority Meeting Agenda September 16, 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, SEPTEMBER 16, 2025 6:00 PM

I. Call to Order

1. Roll Call
2. Prayer
3. Motions for additions or deletions to the proposed agenda
4. Approve Agenda
5. Approve August 19th Meeting Minutes

II. Officer's Report

6. Chairman’s Comments – Cook
7. Vice Chair’s Comments – Washington
8. Secretary’s Comments – Mays
9. Treasurer’s Comments — Vacant

III. Old Business

10. Projects Update – Habitat for Humanity
11. Landscaping Project – Economic Development Director
12. Façade Grant Update
13. Discuss Marketing for the Downtown Development Authority
14. Discuss Creating an Interior Grant for Businesses

IV. New Business

15. Hispanic Business Expo – Rosario Camacho
16. Car Show October 4, 2025
17. Attorney Update
18. Georgia Downtown Association Fall Training

V. City Staff Reports

19. City Council Liaison — Councilmember Alexander
20. Economic Development Department – Gerald Sanders
21. 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, August 19th, 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 - Absent	Lisa Fareed, Main Street Manager - Present
Jerry Mays, Secretary - Present	Terezy Ochoa, Mainstreet Coordinator - Present
Darrell Stampler, Board Member - Present	Shawn Edmonson, City Manager - Absent
Nycholas Armstead, Board Member - Absent	**Guest:**
Elton Alexander, City Council Liaison - Present	Mayor Pro-Tem, Lakeshia Gantt

Chair Cook called the meeting to order at 6:08 p.m.

Chair Cook called for a Motion to approve the agenda.

A Motion to amend the agenda to change #16 under New Business to "Bridge Street Sponsorships" and add #17 "Selecting New Treasurer/ New Board Members" was made by Chair Cook; Motion to approve the amended agenda made by Vice-Chair Washington; seconded by Darrell Stampler. The Motion passed unanimously.

Chair Cook called for a Motion to approve the meeting minutes from July 14, 2025. Motion to approve by Vice-Chair Washington; Seconded by Darrell Stampler; The Motion passed unanimously.

Officer Reports

Chair's Comments-Cook

Chair Cook announced that he will be delivering the Treasurer's report and updated the Board on the upcoming pending expenses: attorney fees for 116 Davis Road, storage space renewal, and PO Box fees.

Vice-Chair Comments-Washington

No Comments

Secretary Update-Jerry Mays

No Comments

Treasurer-Nathan Banks

Chair Cook delivered the Treasurer's report for July 31, 2025, as follows:

- Operating Account: $120.51
- Façade Account: $41,133.50
- Project Account: $175,803.44

Chair Cook called for a motion to approve the Treasurer's report. Motion to approve by Vice-Chair Washington; Seconded by Secretary Mays; The Motion passed unanimously.

Old Business

Façade Grant update for 120 MLK Sr Heritage Trail

Chair Cook noted that two payments have been delivered to the Economic Development Department for façade grant recipient Mr. Edward Renehan.

Economic Development Director Gerald Sanders mentioned that before releasing the payment, he intends to implement best practices for façade grants used by similar cities. He clarified that these best practices are designed to protect the DDA, Main Street, and Stockbridge as a whole. Sanders said Mr. Renehan will be informed about the availability of the funds; however, coordination between Mr. Renehan and the contractor regarding scheduling and signatures will be necessary, citing this will ensure that all parties are aware of the receipt of funds, the project schedule, and other related details.

Georgia Downtown Association Conference

Chair Cook reminded the Board that the conference is just around the corner, registration is successfully completed, and he looks forward to sharing a detailed report upon his return.

Marketing for Downtown Development Authority

Councilmember Elton Alexander emphasized the importance of the Downtown Development Authority (DDA) coordinating its marketing efforts with the Economic Development Department. Economic Development Director Gerald Sanders confirmed that this collaboration is already underway. The Economic Development (ED) team and the DDA are working together to enhance the DDA's presence at the Amphitheater, develop a social media strategy, create a website, and engage in various marketing projects.

Chair Cook noted that social media posts should be published early enough to generate interest in upcoming events and suggested that they should have a more dynamic appearance, rather than using solely static images and/or flyers. He also mentioned that the DDA is in the process of obtaining three quotes for marketing agency services. Vice-Chair Washington expressed his desire for social media posts to include community videos, aerial shots of the area, and appearances by celebrities.

Interior Grant for Businesses

Chair Cook opened the discussion by sharing feedback from local business owners regarding the facade grant and their interest in a grant for interior improvements. He noted that funds in the DDA's project account are available and could be utilized for this purpose. Economic Development Director Gerald Sanders confirmed that interior improvements are indeed an option and mentioned that he is in the process of drafting an application that would allow business owners to choose between grants for either exterior or interior enhancements from a single form. This approach is based on best practices from other municipalities.

The Board sought clarification on which interior improvements would qualify for the grant and discussed the limitations and guidelines associated with it. Councilmember Elton Alexander recommended consulting the DDA attorney to clearly outline the details. Main Street Manager Lisa Fareed suggested reviewing grant applications and guidelines from sister cities, as those have already been established and are in use.

Chair Cook stressed the importance of completing the scope of the facade grant application before seeking legal review, in order to efficiently utilize the DDA's funds.

The discussion was tabled, with plans for an open house where the Community Development Director, Business Services representatives, and legal staff can educate business owners about their options and assist them in navigating the city's rules and processes. This will enable business owners to fill out applications with support from city staff.

Before concluding, Mayor Pro Tem Gantt proposed sending postcards to local business owners to inform them of the available grant opportunities.

Habitat for Humanity
Councilmember Elton Alexander reports that the groundbreaking at 116 Davis Road was a success, garnering strong support from various local officials. Economic Development Director Gerald Sanders noted that during his discussions with a representative from Habitat for Humanity, they expressed a desire to provide housing specifically for veterans. Additionally, the Habitat for Humanity representative showed interest in partnering with the City to rehabilitate or demolish other vacant and deteriorating properties, aiming to create more affordable housing options in the area.

New Business
Boots on the Ground
Mayor Pro Tem Lakeshia Gantt presented the "Southern Soul Fest-Kickback" event to the DDA Board. This event will run in collaboration with the Southern Soul Fest Concert, scheduled for September 6th. She believes this event will be well-received, especially due to its strong promotion among HBCU alumni. Gantt is requesting $6,000 from the DDA to support an initiative that will take place outdoors along the MLK Senior Heritage Trail and Main Street corridor. She noted that the DDA will receive marketing exposure during the event in recognition of their contribution. Vice-Chair Washington made a motion to allocate funding for the event, which was seconded by Chair Cook. The motion passed unanimously.

Mayor Pro-Tem Gantt thanked the Board and left shortly after her presentation.

Landscaping Project
Economic Development Director Gerald Sanders presented the landscaping project to the Board for review, emphasizing the importance of landscaping in downtown Stockbridge as an effort to increase its potential. This project involves a collaborative effort with the City of Stockbridge and is linked to the ongoing Alleyway project. It is important to note that this presentation focuses on the peripheral areas, while a separate landscaping plan will be presented specifically for the Alleyway project.

During the discussion, concerns were raised about the lack of a watering system, and it was suggested that irrigation should be incorporated into the Alleyway project. Additionally, it was recommended to use low-maintenance, drought-resistant, and weather-tolerant plants for the landscaping in the meantime.

Vice-Chair Washington made a motion to support the landscaping plan, including the addition of two-sided benches, maintenance provisions, and an irrigation system. The motion was seconded by Councilmember Elton Alexander and passed unanimously.

After the vote, the Board discussed the need to provide electrical power options for tree lighting and other outdoor requirements. They also addressed the importance of making the sidewalk ADA compliant. No vote was taken on these topics, and Chair Cook suggested adding them to the agenda for the next meeting.

Selecting New Treasurer/ New Board Members
Chair Cook asked the Board to consider who would be willing to take on the role of Treasurer.

He also requested that they help spread the word about the vacancies on the DDA Board. The recorder, Deputy City Clerk Cassandra Lester, noted that she was not aware that the Board no longer had a Treasurer. Chair Cook clarified that members Nathan Banks and Nycholas Armstead had resigned and stated that he would forward their resignation letters to the Clerk's office.

City Council Update

Elton Alexander – City Council Liaison

Councilmember Elton Alexander expressed his enthusiasm for the success of the TinyTent concert series, noting its positive atmosphere and the community's love for the concerts hosted by Mainstreet. He encouraged the DDA Board to continue its involvement with this wonderful event series. Additionally, he requested that staff and the Board come up with ideas to enhance the Breezeway area, to improve visitor enjoyment during events.

Councilmember Elton Alexander also announced that the 3.77 millage rate will remain unchanged, which is good news for citizens. Alexander highlighted the grand opening of Crown Pizza and urged the Board to support this local business.

Furthermore, he is hopeful that concert attendance will increase, mentioning that Jimmy Jam and Terry Lewis are likely to attract a large crowd. Alexander emphasized the $22 million in improvements made throughout the city and expressed optimism about the progress of the Alleyway project under the new city manager's leadership. He encouraged the Board to stay motivated and feels a breakthrough is just around the corner.

City Staff Reports

Gerald Sanders – Economic Development Director

Economic Development Director Gerald Sanders reported that road improvements are planned for Rock Quarry Road, which will be expanded to four lanes as part of SPLOST funding. The project's budget will be covered 70% by the county and 30% by the city. He also updated the Board on potential investors interested in the old Barn Beautiful location, emphasizing that all investors and prospective owners are being informed about the mural included in the RSVP plan. Sanders remrked the mural is intended to be located on the side of the building facing the bridge and although he cannot require the potential owners to follow this request, he ensured that they are all aware of it.

Lisa Fareed – Main Street Manager

Main Street Manager Lisa Fareed reminded the DDA Board that Bridgefest is scheduled for September 27th. This year, the event will feature the 2025 Muscle and Mystic Classic Cruise-In instead of a traditional car show. The exhibition will take place from 1 PM to 4 PM on the MLK Senior Heritage Trail, and there will be no registration fee for participants. The event will include three trophies: Mayor's Choice, People's Choice, and Downtown Classic Choice. Lisa anticipates that approximately 40 cars will participate.

Ms. Fareed is also requesting assistance from the DDA to fund a generator and the three trophies, offering branding opportunities at the event in return. Councilmember Elton Alexander raised a question about the decision to scale back the event from a car show to a cruise-in, given its previous success. He asked Ms. Fareed what she would need to execute a car show. In response, Ms. Fareed cited a lack of manpower and budget cuts as the reasons for the reduction.

Mr. Alexander informed Ms. Fareed that Henry County Parks and Recreation is managing everything outside the amphitheater and can provide substantial support in both manpower and finances. He suggested that she follow up with the city's event department, as well as Jonathan Pin, Thomas White, and Neat Robinson.

During the discussion, Ms. Fareed mentioned that historically, car show events were a collaboration between the DDA and Main Street, and she was not aware of the partnership with Henry County Parks. Councilmember Elton Alexander replied that Henry County Parks and Recreation has a budget of $100,000 and over 100 staff members available to assist the city with the Bridgefest event.

Mr. Sanders and Ms. Fareed both agreed to follow up with the Events department and Henry County regarding support for the 2025 Muscle and Mystic Classic Cruise-In.

A motion to support the event pending further investigation made by Chair Cook; seconded by Vice-Chair Washington. Motion passed unanimously.

Executive Session
There was no executive session

Chair Cook thanked the Mayor Pro Tem Gantt for her attendance at the meeting and extended his condolences to Mr. Darryl Stampler for the loss of his loved one. He then called for a motion to adjourn at 7:42 p.m. Vice-Chair Washington motioned to adjourn, and Jerry Mays seconded the motion. The motion passed unanimously. The minutes were recorded 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)