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

Tariq Collins, 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 October 14, 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, OCTOBER 14, 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 September 16th 2025, Minutes

II. Officers Reports

5. Chairman's Comments - Cook
6. Vice Chair's Comments - Washington
7. Treasurer's Update - Vacant
8. Secretary's Updates - Mays

III. Old Business

9. Façade Grant update
    - Update application to one-page
    - Create an Interior grant
    - Create a plan to inform businesses
10. Projects update
    - Landscaping Project
    - In-house training
    - Hispanic Business Expo
11. Marketing Plan
    - Confirm $6,000 per event budget
    - Pending vendor proposals
12. Legal Update
    - Received 2 recommendations

IV. New Business

13. Elect Treasurer
14. Approve 2026 Budget

15. Projects
    - Daddy King Statue
    - Demolishing of structures on railroad land
    - Digital sign on 75 (partner with CDA)
    - MLK Sr. Heritage Trail resurface
    - Extend the Downtown boundary – Create districts
    - Property Acquisition
    - Create a Business/Community Resource guide

V. City Staff Reports

16. City Council Liaison - Councilman Alexander
17. Economic Development Department Liaison - 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, September 16, 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
Vacant, Treasurer	Lisa Fareed, Main Street Manager - Present
Jerry Mays, Secretary - Absent	Terezy Ochoa, Mainstreet Coordinator - Present
Darrell Stampler, Board Member - Present	Shawn Edmonson, City Manager - Present
Vacant, Board Member	**Guest:**
Elton Alexander, City Council Liaison - Present	Cynthia Jones, Habitat for Humanity Dr. Richard Schnitker, Clayton State University Angela White, Marketing Consultant

Chair Cook called the meeting to order at 6:22 p.m.

Chair Cook proceeded with the roll call. All members were present except Jerry Mays.

Chair Cook called for any additions or deletions to the agenda and added a section under “City Staff Reports” to allow for any guests to speak. Chair cook called for a motion to approve the agenda. 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 August 19th, 2025. Motion to approve by Vice-Chair Washington; Seconded by Darrell Stampler; The Motion passed unanimously.

Officer Reports

Chair's Comments-Cook

Chair Cook proposed changing the storage payment schedule from monthly to every six months and opened the topic for discussion. Vice Chair Washington asked if the Board would receive a discount for paying annually. Chair Cook stated that he would explore that option and report his findings back to the Board. Chair Cook highlighted that he attended the Main Street meeting and will allow Lisa Fareed to elaborate on the meeting, but he said that there are many great things coming up.

Vice-Chair Comments-Washington

No Comments

Secretary Update-Jerry Mays

No Present

Treasurer-Nathan Banks

Chair Cook delivered the Treasurer’s report for September 16th, 2025, as follows:

- Operating Account: $9,731.51
- Façade Account: $41,133.50
- Project Account: $165,803.44

Chair Cook reported that $10,000 had been transferred from the project account to the operations account.

He mentioned that the payment for the P.O. box had been made and inquired about an update on the check for the façade grant payment to Mr. Renehan. Economic Development Director Gerald Sanders clarified that Mr. Renehan had refused to accept the check due to an issue with the disbursement of funds. Mr. Renehan wanted separate checks for labor and materials, and since that was not an option, he returned the check.

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

Old Business

Projects Update - Habitat for Humanity

Chair Cook reported that he and Vice Chair Washington recently met with Habitat for Humanity to discuss a request for assistance regarding additional licensing fees and infrastructure issues. He informed the DDA Board that while the DDA has fulfilled its obligations, he is bringing this request forward for further discussion.

Ms. Cynthia Jenkins, the CEO of Southern Crescent Habitat for Humanity, expressed her appreciation for the opportunity to collaborate with the City of Stockbridge. She noted that she had sent a letter to the city manager requesting assistance with the property located at 116 Davis Road that was transferred to Southern Crescent Habitat for Humanity from the DDA.

Ms. Jenkins explained that Southern Crescent Habitat for Humanity has been tasked with addressing concerns related to repairing 150 feet of sewer line that was abandoned in 2019. She clarified that this information was not disclosed when Southern Crescent Habitat for Humanity acquired the property from the DDA.

She estimated that the necessary work to bring the sewer lines back into operation would exceed $70,000. According to city ordinances, a bond and escrow are required for this kind of work performed and since Southern Crescent Habitat for Humanity is not licensed to carry out this type of work and it falls outside the scope of Habitat's mission, she emphasized the need for the city to address this situation, especially since they were informed that the sewer line was usable at the time of transfer.

Councilman Elton Alexander expressed his concern and assured Ms. Jenkins that the city council is aware of the issue. He clarified that he does not view this as a Downtown Development Authority (DDA) issue, stating that the DDA has fulfilled its obligations as the intermediary. He mentioned that this type of community development project might have been better handled through the Public Facilities Authority (PFA) or Urban Redevelopment Agency (URA). He believes that the city should continue discussions with Southern Crescent Habitat for Humanity, noting that the charge given to the DDA has been completed.

Councilman Alexander then addressed City Manager Shawn Edmonson, mentioning that the $60 million coming in from SPLOST VI includes a portion for the water and sewer fund, which could be a potential source of funding for repair if the mayor and council choose to pursue it.

Ms. Jenkins inquired about the next steps, to which Councilman Alexander recommended that the DDA remove itself from this discussion and allow SCHFH to address the issue directly with the city.

At which time, City Manager, Shawn Edmondson, stated that when he joined the city, he was approached about this issue and found that there were many unanswered questions. He wanted to gather everyone's perspective to move forward with a resolution. After his research, he discovered that the sewer was abandoned because the land was designated for storage sheds. He also noted that the documents submitted by Ms. Jenkins included a letter from the former city manager, Frederick Gardiner, declaring 116 Davis Road as a "suitable property." Based on this, he acknowledges the responsibility to remedy the sewer lines lies with the city. Mr. Edmondson states that he would like to have this item added to the city council's agenda in order to create a plan and strategy to move forward.

Ms. Jenkins thanked the city manager, stating that Southern Crescent Habitat for Humanity is exploring other properties in the City of Stockbridge. She emphasized that Stockbridge offers a great quality of life, which the people they work with would truly enjoy.

Ms. Jenkins thanked the Board and left the meeting.

City Manager Shawn Edmonson left the meeting.

Landscaping Project

Economic Development Director Gerald Sanders gave Mainstreet Manager Lisa Fareed the floor to present, and she initially requested $5,000 from the DDA Board for a landscaping design for the Downtown District. She explained that the UGA Design Studio has partnered with the Department of Community Affairs (D.C.A.) and other main streets across Georgia to offer landscaping design services. Ms. Fareed cited the reason for the new design plan is that the landscaping design created by Yellowstone in 2023 is no longer adequate for the area and presented this topic to the DDA Board for discussion.

The Board expressed strong interest in the landscaping design, because it aligns with their overall goal of enhancing the district's appeal. However, they emphasized that the landscaping must be maintained for longevity and should incorporate irrigation and outdoor electrical service.

Councilman Elton Alexander suggested including electrical and maintenance requests in an Intergovernmental Agreement (IGA) with the city. This agreement would ensure that the city maintains the landscaping at the same level it does for other city properties.

Gerald Sanders mentioned that obtaining three bids would be a best practice for comparing market costs associated with landscape design.

Chair Cook asked whether the Downtown Development Authority (DDA) would have input on the landscaping design, especially since they are considering funding it. It was confirmed that the DDA would indeed have input on the landscaping design.

After further discussion, the Board agreed to support the landscaping design but decided to wait for an updated plan that includes irrigation, beautification, and electrical components as part of the design plan before confirming the amount.

Chair Cook made a motion that the Board agree to consider the proposal supporting the total concept pending additional information; seconded by Darrell Stampler. The motion passed unanimously.

Façade Grant Update
Mainstreet Manager Lisa Fareed presented the façade grant application from the City of Griffin as a model for the City of Stockbridge's application. She encouraged the Board to review the application to see what elements could work for them. Ms. Fareed also recommended proceeding with funding for the application from 122 MLK Senior Heritage Trail and inquired about its status. Chair Cook indicated that it was his understanding that the owner of 122 MLK Senior Heritage Trail was missing 3 quotes, which prevented them from receiving funding. He stated that the Board is ready to provide funding and wants to examine what has been received with Ms. Chavis. Chair Cook states he has a façade grant application from ArchDent Dental clinic and submitted it to the Board and Economic Development for review during the meeting.

Marketing for Downtown Development Authority
Angela J. White, from Angela White Consulting, presented her proposal for marketing and event planning in response to the RFP for consideration to the DDA Board.

Interior Grant for Businesses
Tabled

New Business
Hispanic Business Expo
Chair Cook informed the DDA Board about the upcoming event and suggested ways to make a meaningful impact. These include presenting literature in Spanish, highlighting the façade grant, and having a representative who can speak Spanish to engage with participants at the Expo. Chair Cook will revisit this topic at the next meeting.

Car Show October 4th
Mainstreet Manager Lisa Fareed presented flyers for the Muscle & Mystique Car Show and informed the Board that the city manager has established a special events committee to review all events proposed for the city. It has been determined that the car show is no longer a suitable fit for Bridgefest, leading to a change in the event's date to October 4th. She expressed a desire to collaborate with the Downtown Development Authority (DDA) and local businesses for the Muscle & Mystique Car Show, which will feature a cruise-in showcasing classic cars. No registration will be required for participants, and the event will include awards, a retro costume contest, a live band, a DJ, and various vendors.

Chair Cook asked the Board how they could engage residents within a one-mile radius of the event, noting that many of his neighbors that are living within the walking area have not participated in downtown events. Suggestions included targeted marketing within the DDA radius, such as using door hangers, postcard mailers, and coupons to promote the "live, work, play" approach within the community. Councilman Elton Alexander mentioned that placing yard signs around City Hall has been effective in drawing local participation during events like Tiny Tent and Tasty Tuesdays food truck gatherings.

Chair Cook then proposed that, since Main Street is not seeking funding for the Muscle & Mystique Car Show, the Board could support the event by purchasing lawn signs to promote it, with the goal of engaging the local community within a one-mile radius.

Chair Cook made a motion to purchase lawn signs for the Muscle & Mystique Car Show in lieu of sponsorship; seconded by Elton Alexander. The motion passed unanimously.

After the vote, Vice-Chair Washington expressed concerns about the event's start time, noting that it falls outside the regular business hours for most restaurants in downtown. Ms. Fareed clarified that the start time aligns with what consultants in the car community are accustomed to. She stated that it's rare for Mainstreet to ask businesses to open earlier than scheduled, but since no food trucks will be present at the event, the goal is to encourage customers to visit the brick-and-mortar businesses in the downtown area. She further explained that the timing is similar to that of previous car shows.

Elton Alexander commented that he does not want to force businesses to do something they are not accustomed to and wants to remain business-friendly.

Attorney Update
Chair Cook announced that due to concerns the Downtown Development Authority will be searching for a new attorney.

Georgia Downton Association Fall Training
Chair Cook updated the Board and told them the fall training dates will be emailed to the DDA members and will take place virtually later in October. Elton Alexander suggested bringing in a facilitator to the DDA Board and hosting the trainings on site. After a short discussion, Chair Cook made a motion for the DDA to arrange for a facilitator to conduct an in-house session; the motion was seconded by Vice Chair Washington. The motion passed unanimously.

City Council Update
Elton Alexander – City Council Liaison
Elton Alexander reminded the Board of its mission to promote economic development in the Downtown area. He highlighted that this can be achieved through marketing and by utilizing all available resources to promote the downtown area. He encouraged the Board to invest in business cards and branded apparel, and to engage with the public at high-traffic events by setting up tables to discuss available office spaces and business opportunities in the area. After these comments, Chair Cook made a motion to approve a budget not to exceed $1,000 for the purpose of business cards, marketing material, and branded apparel; seconded by Vice Chair Washington. The motion passed unanimously.

City Staff Reports
Gerald Sanders – Economic Development Director

Lisa Fareed – Main Street Manager
Regarding the façade grant for 122 MLK Senior Heritage Trail, Lisa Fareed provided the Board with the minutes of October 15, 2024, meeting which read:

"The D.D.A. reviewed and agreed to fund the application for 122 MLK Senior Heritage Trail in the amount up to $15,000 plus 2/3rds of any remaining amount. The motion to approve was made by Elton Alexander and seconded by Vice Chair Washington. The motion passed unanimously."

The Board discussed the funding amount, and Ms. Fareed mentioned that she would review the totals and present them to the Board. Chair Cook emphasized that since the façade grant has been approved, once Ms. Fareed confirms the amount, the Board will issue a check to the vendor.

Ms Fareed updated the Board regarding the upcoming Diabetes Awareness 5K and Health Fair, which will be open to the public and held in partnership with THG Therapy Services in November. She asked the Board to help promote these events. Vice Chair Washington mentioned that Ms. Fareed may consider getting the course certified because this could become an annual event and attract athletes and support from various groups.

Executive Session
There was no executive session

Chair Cook closed the meeting by acknowledging September as National Suicide Prevention Month and encouraged everyone to be kind to one another, as we never know what challenges others may be facing. He then called for a motion to adjourn at 7:54 p.m. Vice-Chair Washington made the motion to adjourn, and Councilman Elton Alexander seconded it. 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)