



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
January 14, 2020
6:30 p.m.**

MINUTES

Members Present: Dave Deiters, Chair
Stacia Familo-Hopek
Jennifer Joyner
Allen Kim
Leigh Lynch
Lisa Shortell
Tom Trocheck

Staff Present: Sam Collier, Executive Director
Paul Hanebuth, DDA Treasurer
Karen Holmes, Administrative Assistant

Item No. 1 Meeting called to order at 6:30 p.m. by Chair Dave Deiters.

Item No. 2 Approval of Agenda
A motion to approve the agenda was made by Allen Kim, seconded by Tom Trocheck; passed (7-0).

Item No. 3 What have we done for “Dale”?
Dave Deiters, Chair
We discuss many things about how we can promote our downtown. This is just a verbal reminder that this is our purpose as a development authority.

Main Street

The City of Avondale Estates was designated a Classic Main Street in 2015. The Main Street Approach is rooted in a commitment to broad-based community engagement, a holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.

Main Street: Promotion

Item No. 4

2020 Events

- Joyner

Last week I had a great meeting with Sam and Julie Davis where we mapped out what we know in terms of events. We have two groups; the CPP events where people come to us requesting funding and the DDA events. We created this calendar showing the programming planned on a monthly basis. In addition to the events we have from year to year we are thinking about revamping the ArtWalk, having it in the spring and fall. We would like to have a summer event called Made in the Shade. It would be an ice cream event that would feature the new TownGreen.

We have not worked out the details yet, but the PopUp events are planned for February and November. It will be at the Willis; the intent is to specifically activate the western gateway.

We mapped the actual areas where these events will be happening.

Dave Deiters, Chair

As you begin to give structure to these events, you might begin tracking costs for the budget.

Item No. 5

Tiny Doors

- Joyner

Karen Anderson has been extremely busy some large corporate projects. I have been able to arrange a meeting with her on March 11 to review possible locations for a Tint Door. We still have this budgeted and I still think this would be a worthwhile addition to our City.

Dave Deiters, Chair

Since your meeting with her is in March, maybe you could do a brief overview of the project for the benefit of our new members.

Item No. 6

CPP application(s)

- Joyner

We have two CPP application; both applicants are here tonight. MayHam is scheduled for Saturday May 2nd. It will be in the same location. In the past we have granted \$6000 which is the same amount they are requesting for this year. This is the fifth year of the event. It is an all-day event that brings a lot of people into the City. I believe it is a proven event and fits into our proposed programming schedule. My recommendation is to approve funding at the requested \$6000.

Amy Mumma

We will have a variety of vendors providing food and drink. Many of them are Avondale Estates businesses; all have been invited to participate. This year we extended the area to include Washington Street with the intent to encourage people to visit The Lost Druid.

A motion to fund MayHam Fest in the amount of \$6000, contingent upon the Board of Mayor and Commissioners providing the CPP funding, was made by Lisa Shortell, seconded by Tom Trocheck; passed (7-0).

Jennifer Joyner

The second CPP application is from the Avondale Estates Farmers Market. I will give the presentation but, because I'm on the Board, will recuse myself from the vote. This year the market will run Sundays beginning March 29th until November 22nd. This is longer than in previous years because of vendor and customer requests. We continue to grow and add to the variety of vendors. We promote the market using social media; local event calendars; mailers, banners and signs. The request is for \$6000.

Dave Deiters, Chair

How can we make it more promotional for the downtown business district? It's a great event; it's grown; it's fun. But it's hard to draw the level of benefit to the local businesses that other events have.

Jennifer Joyner

Rusty at Pine Street Market told us that his Sunday sales are definitely up. People are walking up to Banjo, City Dog Market and the other businesses. So I do feel that the businesses are benefiting from it.

Lawson Wright, Farmers Market

We have in previous years reached out to the local businesses to participate, offering free space at the market. One that did was Garage Door Studio; they set up tables, had artists available. People were able to

learn about them and what they do. Unfortunately, not all businesses will accept the opportunity.

Dave Deiters, Chair

There are two different things to consider; one is to continue to invite local businesses to participate, but also provide some sort of promotional signage or directional banners to businesses, especially those open during that window.

Allen Kim

If this were a Main Street Program then I would agree that we need to consider the benefit to the entire downtown. In this case, however, we are an agency charged with the task of awarding City money to the applicants of the CPP. To me, if the community likes the event and the funds are available; then it's an easy decision.

A motion to fund the Avondale Estates Farmers Market for the \$6000 request was made by Allen Kim, seconded by Lisa Shortell; passed (6-0). Jennifer Joyner recused herself from the vote.

Main Street: Design

Main Street: Economic Vitality

Main Street: Organization

Item No. 6

Main Street Membership Category

- Hanebuth/Kim

Dave Deiters, Chair

Historically, we have been a Classic Main Street community. The annual membership fee of \$375 is now due. Our discussion is whether or not we maintain that level. The alternative is the Affiliate Main Street level which is free.

Allen Kim

My recommendation is that for the year 2020 we remain with the Classic Main Street program. Although it is a complicated process to navigate, we are at a point of rapid growth and development. One of the tools available for is the revolving loan funds through the Georgia Department of Community Affairs and the Georgia Cities Foundation. The DCA also manages the Georgia Main Street Program for Main Street America. It is to our benefit to remain at the current level.

A motion to remain a Classic Main Street community at the cost of \$375 a year was made by Allen Kim, seconded by Jennifer Joyner; passed (7-0).

of much of the City and DDA owned acres, we could go ahead and solve some of our own stormwater issues. Joe Severin who designed our parking lot has done the first take on what kind of stormwater needs we have.

Public Realm – The BOMC has adopted the Grid; it will be incorporated into the Downtown Master Plan. Shannon Powell is working on the zoning code rewrite and is also involved in the road diet negotiations with GDOT.

Item No. 9

BOMC Update (if applicable) – Shortell

As Sam mentioned, the street grid has been adopted into the Downtown Master Plan. As part of the Master Plan we will expect developers to incorporate it into any project presented to the City.

We are working on a design process with Site Solutions. We contracted with them to provide a timeline methodology, public process and schedule. Once presented to the BOMC it will be reviewed for approval or further action.

We passed a resolution in December for the City to become a member of the Welcoming America organization. This is about creating a welcoming environment in the community. A committee will be formed to facilitate and support this program. A lot of cities are participating in this program.

Item No. 10

Resolution for Transfer of South City Partners (The Willis) to Purchaser - Deiters

It has always been the business plan of South City Partners to sell The Willis. They have entered an agreement that requires us to adopt a resolution to transfer our part of the ownership. Counsel has provided the wording for the resolution.

Rebecca Davis, DDA Legal Counsel

The closing is scheduled for January 28th; there is nothing unusual going on. Basically, you need to adopt a resolution authorizing the execution of the Assignment documents and other documents pertaining to the bond.

Dave Deiters, Chair

There is no real money involved; all fees are handled by SCP.

A motion to adopt a resolution to execute and deliver an Assignment, Assumption and Release Agreement, and other documents as necessary, pursuant to which SCP Avondale Owner, LLC will assign its interests in the DDA's taxable revenue bond (SCP Avondale Owner, LLC Project), Series 2017 in the maximum principal amount of \$42,000 to Willis Avondale Property Corporation was made by Allen Kim, seconded by Lisa Shortell; passed (7-0).

Item No. 11

GeoTech Study Proposal for TownGreen Project - Collier

To keep things moving, it would be very helpful if we could do a Geotech study. I got a referral to a firm that is working on a proposal. What I expect to get in a couple of days is something in the \$9,000 to \$12,000 range for Geotech only. I expect it to go higher because we're trying to solve other issues in the same vicinity. It would also be helpful if we could solve the question of conductivity for purposes of geothermal planning which Fabric is considering.

I am asking for the authority to approve a cost not to exceed \$21,000 for this study. It will really help in the building design of Phase I to have this information.

Dave Deiters, Chair

What is the advantage to having a Geotech study done? Do we have to do this to have geothermal?

Sam Collier, Executive Director

The study will determine the subsurface conditions of the property. It is not necessary for geothermal; however, I believe that the more information we gather now the easier it will be for the project to progress even beyond Phase I.

Lisa Shortell

I believe it was in the MOU that we were required to do a Geotech study.

Tom Trocheck

Basically, it's understanding what's below ground; you've got to have it. The cost is tempered on what you are going to build. If it's a parking lot, you don't need to go down to bedrock; but if you're putting buildings on it, you should go down to bedrock.

Dave Deiters, Chair

When we negotiated with Trammell Crow for the abatement they paid additional administrative fees. Those monies could be used for this project.

Subject to the participation of the Executive Director and subject to the monies coming out of the BOMC approved public use funding, a motion to approve a Geotech study, not to exceed \$21,000, was made by Tom Trocheck, seconded by Leigh Lynch; passed (7-0).

Item No. 12

Approval of Parking Lot Contract

-Collier/Trocheck

Sam Collier, Executive Director

Of the bids received. The lowest one is \$333,790 from Reeves & Young. By industry standards, they are a very good company.

As you may remember, when we were trying to decide how much to borrow to buy the Kallenberg property, our legal counsel Dan McRae advised that we could borrow additional money to be used to improve the property. We decided on \$1.8M; \$1.4M for the property and the balance for the parking lot and associated tree and lighting work.

Tom Trocheck

Is there a contingency in this for any unforeseen conditions? I don't remember seeing one. The project itself is not that complicated but we don't know what could happen once we get started. We should have the authority to give a verbal approval so we can keep the project going without having to come back to the board.

A motion to approve the contract with Reeves & Young for construction of the parking lot as well as a contingency, if needed, of \$10,500 was made by Leigh Lynch, seconded by Allen Kim; passed (7-0).

Item No. 13 Public Comment on Agenda Items

Item No. 14 Adjournment

There being no further business, a motion to adjourn at 8:00 p.m. was made by Lisa Shortell, seconded by Allen Kim; passed (7-0).

APPROVED 10 MARCH 2020