



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
February 11, 2020
6:30 p.m.**

MINUTES

Members Present: Allen Kim, Vice-Chair
Stacia Familo-Hopek
Jennifer Joyner (left 7:10p.)
Leigh Lynch
Lisa Shortell
Tom Trocheck

Members Absent: Dave Deiters

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 Vice-Chair Allen Kim.

Item No. 2 Approval of Agenda
The agenda was approved by unanimous consensus of the board.

Item No. 3 Approval of Minutes:
November 12, 2019
December 10, 2019
The minutes of November 12 and December 10 were approved by a consensus of the board.

Item No. 4

What have we done for “Dale”?

This is a recurring item to remind us of why we are here. We act as both the Main Street organization to Avondale Estates and the Downtown Development Authority. Our goals are similar; we are here for the betterment of the downtown business district.

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. 5

Approval for April Art Walk

- Joyner

Last month we had mapped out the events for the year. We had thought about an Art in April concept that would run every weekend with a larger ArtWalk in the fall. We polled some of the businesses and after some discussion decided that it might be too much to pull together. We decided to scale back to one ArtWalk for Spring on April 18th from 4:00p to 8:00p.

Using last year’s figures, I created a budget for this year. Mercedes’ fee is down from last year because she is starting later. We have a new item for artwork design. We have a graphic designer who will create new pole banners. She also has some ideas for sidewalk clings. Because we are looking to expand the ArtWalk in general, I did increase music a little. The last item is for transportation. If we extend the ArtWalk to something like the Wine Walk there may be a need for this. Mercedes has already started reaching out to artists. I was hoping to get an approval on the budget to get started. I’ll be able to give an update at the next meeting.

Allen Kim, Vice-Chair

In 2019 we had two Spring ArtWalks; so essentially all we are doing is making one bigger and better. The budgets are similar but the small increase you are requesting is for the expansion of the event.

A motion to approve an expenditure of up to \$9000 for a Spring ArtWalk was made by Lisa Shortell, seconded by Leigh Lynch; passed (6-0).

Main Street: Design

Main Street: Economic Vitality

Main Street: Organization

Item No. 6

Main Street Review Discussion

– Kim

Sam Collier, Executive Director

As you know Allen has been leading an exploratory committee to determine the future of the Main Street Program. He and I met with Tara Bradshaw, the specialist from the Department of Community Affairs. She was aware of the changes created when Keri left. She also met with members of the exploratory committee.

Tara came from the DDA in Dublin and was extremely successful there. The Main Street Program strengthened the downtown and was catalytic in its growth. She feels that from a governmental standpoint it makes little sense to separate the boards.

Allen Kim, Vice-Chair

Moving forward, Sam and I will be meeting with key stakeholders; Patrick, City Manager and Paul, Deputy City Manager to talk about what our staffing models would look like. We will also meet with some of the Commissioners to make sure we are in line with the vision to reality for the CBD and how that fits into Main Street.

We expect to be able to bring something to the March meeting for a vote on how we move forward with Main Street. Our relationship with the DCA is getting stronger day by day; our relationship with Tara has become stronger. It's great to know that the Department of Community Affairs has flexibility. Because they manage the Main Street Program for the State of Georgia, they really are the ones who set the rules set for accreditation.

DDA

The Avondale Estates Downtown Development Authority (DDA) was created in 2001 by local legislation enacted by the Georgia General Assembly. The DDA is empowered to borrow money, enter into contracts, provide loans, purchase property, receive grants and gifts and sell revenue bonds.

Allen Kim, Vice-Chair

Out of respect for our guest speaker, we will move Item No. 13 up to Item No. 7. The remaining items will then tier down.

Item No. 7

Geothermal System Feasibility Study

- Collier

Brendan Gardes was recommended to me by Susan Kidd, Director of Sustainability at Agnes Scott College. He is here to give us some

background on geothermal. This is of great interest to Fabric Development for Phase I.

A PowerPoint Presentation

Item No. 8 Treasurer's Report – Hanebuth
There's not a whole lot to report for the month. There are some legal fees and payments for the approved CPP funding.

(The Treasurer's Report and Financial Statements are included as part of the minutes)

Item No. 9 Transformation Project Update - Collier
We have made some progress on the future of 90 North Avondale Road. Discussions are underway about layout and design. We may have a discussion item ready for the March meeting.

Item No. 10 BOMC Update (if applicable) – Shortell
There is one thing that will affect the businesses in the downtown. We have approved new sanitation fees and a new process for collecting the fees.

The BOMC has recently approved the design process. The first workshop will be held on February 29th. This is a Saturday and will hopefully allow more people to attend.

We also approved adding the parking lot project to the Master IGA, the DDA funding for the Geotech study and a firm to assist with the update of the HPC/ARB guidelines.

At the work session there will be a discussion of a few legislative issues that have the potential to impact the downtown. There are bills that would prohibit local government from establishing design standards and to regulate short-term rentals.

Item No. 11 Urban Design and Dev. Study - Collier/Powell
Sam Collier, Executive Director

Having worked with them previously Shannon Powell suggested that we contact Lord Aeck Sargent about an urban design study. This is a comprehensive study that will help the City establish a holistic view of development in the Central Business District.

They have proposed for this study a fee of \$40,000. They have shown the deliverables that would be used at one or two public meetings for the design guidelines and one or two meetings for the zoning re-write. Then it would be used in almost every conversation we have with developers. It will be made available to City staff.

Allen Kim, Vice-Chair

As a DDA we have a unique situation. We have a CBD that is undergoing a zoning re-write, that does not have a street grid; and has blighted, unused and vacant properties. We have a blank slate to work with. In the development we have had in the CBD, the process was unclear to the developers. Most cities have a much better starting point because they have precedence and know what they want. We are in the position to establish those parameters because they do not now exist.

I believe the City of Avondale Estates should definitely look into a study like this; but I also believe that as a DDA, we need to partner with them. We should provide them with as much information as possible so that they can get a high level of quality in everything they are trying to do. I think this is something we should investigate.

Lisa Shortell

The Town Green is an important first step for us. It is a catalytic project for the district. The purpose is to stir development. This is another way to make sure that we get the type of development we want.

Allen Kim, Vice-Chair

Because our Chair and one of our Directors are absent, I suggest that we defer action to the next meeting. This will give us time to review the proposal.

Item No. 12

DDA Storage Solution

- Collier

When the DDA started the events program and created the ArtWalk we purchased café tables and chairs, umbrellas and Astroturf. For every event we must hire someone to load and unload these items which are being stored at 90 North Avondale. Because we have plans to renovate the building, we need some type of long-term storage for these items. The idea I had was to purchase a box truck; store the items in it and find a location to park it. I have no formal proposal, but this is something we will have to consider.

Item No. 13

Geotechnical Investigation RFP

- Collier

At the last meeting you authorized me to request proposals for a geotechnical study. I received five bids: all of them were under the approved amount. I sent them to Tom to review.

Tom Trocheck

All five are good firms. They all drill the same number of holes; the biggest issue was the depth. For the same amount of money, I would go with the one who puts the deepest holes in the ground because you will the most information from it.

There will be a limited liability clause in the contract that I suggest be stricken from the document. It is a typical insurance clause; but if they make a mistake it could be costly.

Item No. 14 Public Comment on Agenda Items

Item No. 15 Adjournment

There being no further business, the meeting was adjourned at 7:55 p.m.
by unanimous consensus of the board.

APPROVED 10 MARCH 2020