



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
March 8, 2022
5:30 p.m.**

MINUTES

Members Present: Dave Deiters
Leigh Lynch
Walter Barineau
Tom Trocheck
Stacia Familo-Hopek
Lisa Shortell

Member Absent: Jennifer Joyner

Staff Present: Shannon Powell
Ellen Powell
Paul Hanebuth
Gina Hill
Kyle Williams, Attorney

Item No. 1 (1 min)	Meeting called to Order	Deiters
Item No. 2 (1 min)	Approval of Agenda, Approval February Minutes Tom Trocheck moved to approve. Leigh Lynch seconded. All ayes.	Deiters

DDA Organization

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.

Item No. 3 (5 min)	Executive Director Report Shannon Powell started off with an update on the US 278 Complete Street project. She said a final plan was submitted to	S. Powell
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Georgia Department of Transportation (GDOT) for technical review. The Atlanta Regional Commission (ARC) granted the city \$160,000 – and the city spent \$40,000 – to pay for additional design costs. Ms. Powell has been meeting with affected property owners and right-of-way acquisition continues. The plan is for the project to be bid at the end of 2022 with construction beginning the first quarter of 2023. Construction should take about 18 months. Supply chain and utility issues have affected the town green park and pavilion project. The green is slated to open at the end of May with completion of the pavilion in late summer or fall. She also gave a brief update on Olive & Pine development, future townhomes, the Jack and Jill Consignment Boutique, and a proposed affordable senior housing property.

Item No 4 (5 min)	<p>Treasurer’s Report</p> <p>Paul Hanebuth reported that he paid the insurance for all the DDA-owned properties. Salary reimbursement is not yet reflected in books for February but should amount to about \$20,000.</p>	Hanebuth
Item No 5 (5 min)	<p>Mini-Retreat Topics</p> <p>Leigh Lynch and Shannon Powell have been in discussions about potential retreat topics and hiring a third-party facilitator. Topic ideas centered on bigger picture subjects that are difficult to cover in regular meetings. Dave Deiters suggested fewer topics so they could be discussed more in-depth. Ms. Lynch listed some possible agenda items.</p>	Lynch
Item No 6 (5 min)	<p>Look Book – Request for up to \$3,000 to develop a document that illustrates the desired architectural styles of different development types.</p> <p>Shannon Powell recommended investing in a “look book” – She described it as a set of photos and captions illustrating different options for specific aspects of development. She said it would be helpful to have when working with developers and property owners. Walter Barineau agreed. He said that he often used one with his clients. The Board recommended that Ms. Powell work with the consultant team to develop a more precise scope of work and deliverables in advance of signing a contract. They authorized Chairman Deiters and Ms. Powell to develop and approve the scope of work on the board’s behalf. Ms. Powell will pursue. Tom Trocheck moved to spend a target amount of \$3,000 to \$5,000 for a look book. Leigh Lynch seconded. All ayes.</p>	Powell

Mainstreet Activities

The City of Avondale Estates was designated a Classic Main Street in 2015. The Main Street approach is rooted in a

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.

Item No. 7 (5 min) Main Street Update E. Powell

Ellen Powell reported that the social media campaign for Black History Month was very successful and well received. However, the Dale Ale Trail did not get as much traction. She felt that might have been due to a shorter time frame. Ms. Powell is rejuvenating the city's LinkedIn page. She encouraged others to link their accounts with the city's.

Item No. 8 (5 min) Event Update E. Powell

Upcoming events were listed and touched upon, including Fruhlingsfest, Blast, Beats and Brews, and the State of the City. Ms. Powell described the concert series planned for June at the town green that may serve as the green kick off. A Juneteenth celebration is expected to take place at the green along with the July 4th festivities that usually take place at the lake. Ms. Powell is looking into having a limited-edition event poster for the concert series.

Item No. 9 Public Comment on Agenda Items: None

Executive Session – Real Estate

Leigh Lynch moved to enter executive session at 6:16pm. Walter Barineau seconded. All ayes.

Tom Trocheck moved to exit executive session at 6:29pm. Walter Barineau seconded. All ayes.

Adjournment

Walter Barineau motioned to adjourn. Leigh Lynch seconded. All ayes.