



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
March 9, 2021
5:30 p.m.
MINUTES**

Members Present: Dave Dieters, Chair
Lisa Shortell
Leigh Lynch
Stacia Familo-Hopek
Jennifer Joyner
Tom Trocheck
Walter Barineau

Staff Present: Shannon Powell, Executive Director
Paul Hanebuth, Treasurer
Rebecca Long, Communications Mgr.
Sara Hempen, Main St & Events Mgr.

Item No. 1 Meeting called to Order

Item No. 2 Approval of Agenda and Minutes for 2/9 Regular Meeting and 3/4 Special Called Meeting

Approval of the minutes was motioned by Lisa Shortell and seconded by Jennifer Joyner. All ayes. A new item #8 was added to the agenda regarding committee assignments. Leigh Lynch motioned to approve the agenda and Walter Barineau seconded. All ayes.

Item No. 3 City Development/Business Update: Downtown Zoning, Town Green (Powell)
Development outside and inside the CBD:

1. 10,000 sq. ft. farmer's market building has approval.
2. Stalled town home development is moving forward again.
3. 8 N. Clarendon (piano store) has been purchased by Oakhurst realty; screen repair shop anticipated.
4. Oakhurst Realty has also purchased Good Karma and Dry Cleaning Buildings and will be renovating.

5. Old Mann mechanical site – permits being reviewed; idea is a mini-Ponce City Market; “Olive and Pine” renderings on website

Park bids are out and should be back at the end of the month. Director Powell made a point of clarification that the proposed park storm water solution will serve the park, commercial site, and DDA/City-owned property. It is not as large as some thought and may not be a feasible utility solution.

Item No. 4 **Mainstreet Update: Fruhlingsfest Promotion Status, Communication Strategies (Hempen)**

Main Street Coordinator Sara Hempen shared the FruhlingsFest Passport that will be mailed to AE residents and available to visitors. Promotion and marketing of this event are happening now. Shopping at participating businesses qualifies 10 passport holders with the most activity to win a \$50 gift certificate. Sara will be distributing materials and instructions to businesses.

Coordinator Hempen is tackling communication strategy on two fronts:

1. Business focused – a newsletter, “Main Street News” just for business owners who opt in. Will have events, updates, opportunities, and resources.
2. Public focused – working on the DDA’s website ExploreAvondale.org to add a calendar and blogging. Blogs will announce meetings, events, highlight businesses, etc. and will link to the City ENews. An updatable Google Promotions Calendar will allow business owners to post events, meetings, and promotions they are running.

Item No. 5 **Wayfinding Update (Joyner)**

Jennifer Joyner and Sara have had several conversations with the map designer approved at a previous meeting. Jennifer shared a concept sample. Different business categories are color coded and numbered – specifics can be found by checking out the number descriptions. Details and edits are easy to add or delete. Thinking about having quarterly meetings with designer for updating. The board was happy with the direction of the wayfinding work.

Item No. 6 **Treasurer’s Report (Hanebuth)**

Paul Hanebuth reported \$28,000 in expenses for the month.

Item No. 7 **Update of Parking Lot (Powell)**

The solar lights have been ordered and should arrive in seven weeks or so. Still working on the fence and railing near new steps. Drainage is completed.

Item No. 8 **DDA Committee Assignments (Dieters)**

The DDA has informally been operating sub-committees. Chair Dieters explained that there are three sub-committee types and that we should probably approve them with an official vote.

1. Business support and marketing – Stacia Familo-Hopek, Jennifer Joyner

2. Property management/construction/development – Tom Trocheck, Leigh Lynch
3. Real estate/capital investment – Dave Deiters, Walter Barineau, Lisa Shortell

These committees are not empowered to make decisions on their own (entire DDA must vote), but they will help the DDA be more efficient at getting research and leg work accomplished. Decisions will be brought back to the group. A motion was made by Walter Barineau and seconded by Leigh Lynch. All ayes and the sub-committees were approved.

Item No. 9

**Update to 90 N. Avondale (Powell)
Estimated interior demo and roof replacement cost.**

Director Powell reported some good news after the first go round with the state contractor the city has been using – there is no asbestos in the ceiling. A ballpark estimate to demo the interior and repair the roof is in the \$45,000-\$55,000 range (see attached). She also received a preliminary broker report through CoStar which indicated that spaces in our area are renting quickly and can be priced around \$18-\$20/square foot. The DDA members held a lengthy discussion about next steps including the basement space usage, configuration and bathrooms, exterior needs, return on white box investment, and an interested long-term tenant. The board gave Director Powell direction to take the next step and get a detailed proposal for roof repair, interior demo, and exterior improvements. In the meantime, Dave Deiters, Tom Trocheck, Walter Barineau, and Leigh Lynch will spend time working on a detailed pro forma and report back to the board.

Chair Deiters reiterated that we will need to revisit the IGA to confirm that it supports this endeavor and collection of rents. Director Powell encouraged the board to consider future plans for the area and think about the number of years for any return on investment to be recouped. She suggested that the DDA discuss future plans with the BOMC.

Item No. 10

Public Comment on Agenda Items

No public comments.

Adjournment

Motion to adjourn made by Joyner and seconded by Shortell. All ayes.