



**City of Avondale Estates  
Downtown Development Authority  
Regular Meeting  
April 12, 2022**

**MINUTES**

**Members Present:** Dave Deiters  
Leigh Lynch  
Tom Trocheck  
Stacia Familo-Hopek  
Lisa Shortell  
Jennifer Joyner (by phone)

**Members Absent:** Walter Barineau

**Staff Present:** Shannon Powell  
Kyle Williams  
Gina Hill

Item No. 1 (1 min) Meeting called to Order Deiters

Item No. 2 (1 min) Approval of Agenda, Approval March 2022 Minutes Deiters  
Leigh Lynch motioned to approve the agenda and defer a vote on the minutes. Tom Trocheck seconded. All ayes.

***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 Executive Director Report S. Powell  
Ms. Powell gave an update on the Town Green and work with the utilities to get the project completed. She noted there was a place within the green for public art and that would need to be discussed soon. The state of the city event will be next week in

the Town Green, she added. There was a brief discussion about when the park would open as well as what events are planned over the summer. Ms. Powell gave a status report about the US 278 Complete Street Project. Owners of the Olive & Pine development have cleared hurdles with the county and moving forward. The group discussed development in the building that houses the restaurant Santo. Ms. Powell explained that Olive & Pine and Little Tree Studios may make improvements in the outdoor spaces between the two. She also met with CSX this week about possible connections.

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| Item No. 4 | <p>“Look Book” LAS \$4K Contract Approval</p> <p>Ms. Powell described the proposed look book. Mr. Deiters requested more specifics on the finished product. Ms. Powell agreed and will provide a more detailed scoped as well as meet with Lord, Aeck, Sargent. A motion was made and the contract approved on the condition of the above questions being answered.</p>   | S. Powell |
| Item No. 5 | <p>Development Design Review Contract</p> <p>Staff is requesting up to \$5K for architecture and landscape architecture design review of Downtown development projects.</p> <p>Ms. Powell felt that several upcoming projects will need expert design help, especially architectural. She believed such assistance could aid staff and the DDA when negotiating development agreements, MOU’s, etc. Attorney Kyle Williams commented on cooperation between the three proposed developments coming to the downtown and how the DDA would need to help facilitate that. There was talk about design criteria for incoming developers, where that is written and how it’s presented to them. Mr. Deiters ended the conversation until after the executive session at the end of this meeting.</p> | S. Powell |
| Item No. 6 | <p>Bray Electric Contract Price Increase – Bray Electric has increased their fee for rewiring 84, 88, and 90 North Avondale buildings to accept underground service. Bray has increased their fee by 15% or \$2,455.50 for a total of \$18,825.50.</p> <p>Ms. Powell reported a contract was previously approved to rework the electrical plans for these properties to go underground. However, costs have since increased. The work at 90 North Avondale no longer has to be done, she reported. The group discussed what extra costs remain. There was consensus to continue down the path of putting utilities underground. Ms. Lynch moved to approve up to \$12,000 extra to be spent on this project. Ms. Shortell seconded. All ayes.</p>   | S. Powell |

## ***Mainstreet Activities***

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 a strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.

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| Item No. 7 | <p><b>Main Street Update</b></p> <p>Shannon Powell filled in for Ellen Powell. She said another email for businesses was planned as well as a Main Street meeting for local businesses.</p>   | E. Powell |
| Item No. 8 | <p><b>Events Update</b></p> <p>Ms. Powell reported that staff is working with Decide Dekalb on an Eastside Hops Trail project and she described the event. A report was given about the most recent downtown event, Fruhlingsfest, and how it went. Attendance was very high but organizers were \$1,000 short of their goal. The group discussed lessons learned from Fruhlingsfest. There was a broader discussion about the obstacles and pitfalls when hosting events downtown.</p>   | E. Powell |
| Item No. 9 | <p><b>Public Comment on Agenda Items: None</b></p> <p><b>Executive Session – Real Estate</b></p> <p>Ms. Lynch motioned to enter executive session. Mr. Trocheck seconded. All ayes.</p> <p>Ms. Lynch motioned to exit executive session. Mr. Trocheck seconded. All ayes.</p> <p>Mr. Trocheck moved to approve up to \$15,000 for the design review contract mentioned in item #5. Ms. Familo-Hopek seconded. All ayes.</p> <p><b>Adjournment</b></p> <p>Ms. Shortell motioned to adjourn. Mr. Trocheck seconded. All ayes.</p> |           |