



**City of Avondale Estates
Downtown Development Authority
Regular Meeting via Zoom
May 12, 2020
6:30 p.m.**

MINUTES

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

Staff Present: Paul Hanebuth, Treasurer
Rebecca Long, Communications Manager

Item No. 1 Meeting called to Order
Lisa Shortell motioned to call to order. Tom Trocheck seconded. All ayes.

Item No. 2 Approval of Agenda and Minutes

Item No. 3 What have we done for “Dale”?
Dave Deiters encouraged everyone to patronize local businesses.

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

Nothing this month

Main Street: Design

Item No. 4 Art Walk Update and new Mural - Joyner
Jennifer Joyner has been exploring the idea of a virtual Art Walk, including a new mural on the ArtLot promoting solidarity in the community. The event would take place near Father's Day and would cost much less than the \$9,000 already approved for the now-cancelled spring Art Walk. Leigh Lynch made a motion to support and Tom Trocheck seconded. All ayes

Item No. 5 Tiny Doors – approval for proposal - Joyner
This proposed art project has been discussed several times. Jennifer Joyner was seeking approval to fund the \$500 deposit required for the artist to move forward. Board members were divided, but the majority did not feel comfortable moving forward at this time. Primary reasons seemed to be a less-than-ideal proposed location and the potential for impending development which might offer better site possibilities.

Main Street: Economic Vitality

Nothing this month

Main Street: Organization

Nothing this month

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.

Item No. 6	Treasurer's report	-	Hanebuth
	Account balances as of 4/30/2020:		
	Primary Operating		\$106,855.48
	DJJ Operating		\$633,637.46
	Piedmont Debt Service		\$204,391.71
	DJJ Capital Reserve		\$117,728.79
	Georgia Fund 1 Investment		\$3,134,149.71

A big expense this month was payment for the geo-tech study. Paul Hanebuth is now doing a monthly cash sweep from DJJ accounts to Georgia Fund 1 to maximize interest.

Item No. 7 Status report on DDA Organizational - Collier
Transformation Project

Activity has slowed partly due to the pandemic.

No asbestos was been found in 90 N. Avondale and the next step is to demolish the ceiling to ascertain the structural viability of the roof before proceeding with other tasks.

Still working to get Georgia Department of Transportation (GDOT) approval for the removal of a curb cut (to comply with 278 re-design) before parking lot can be completed. The new design and landscaping have gained city approval. Hopefully, construction will begin soon.

Phase II of the Urban Design and Development Study is beginning. Phase I will be shown to the real estate committee and then to other DDA members.

Sam Collier has been talking with Fabric Developers and thinking about “what if...” scenarios and what makes sense moving forward given the new economic and business landscape.

Item No. 8. Discussion of potential program to - Deiters
provide financial assistance to AE
businesses

Chair Dave Deiters and other DDA members participated in a phone call with legal counsel, Dan McRae, to determine what actions can legally be taken to assist local businesses during the pandemic. During the conversation, it was apparent that Mr. McRae is quite concerned about steps that DDAs in other cities have taken and believes that they may have crossed the legal, or at least legally challengeable, line. However, in addition to rent and business deferrals, the idea of funding a consultant to help businesses apply to and navigate the requirements of assistance programs (PPP, CARES, etc.) appeared to be both legal and doable in his opinion. Sam Collier has further explored this idea with a certified public accountant (CPA). The CPA will be sending a letter to the DDA outlining some of the ways a consultant can assist businesses. The DDA will likely then put out a Request for Proposals (RFP) for these services. The consultant assistance funding may be retroactive as well (refunding businesses who have already used services.) To provide this funding as quickly as possible, the DDA may hold a special meeting.

Item No. 9 Consideration and approval of 2020 Budget - Deiters/Collier

Dave Deiters and Paul Hanebuth have been working on the 2020 budget. It includes both capital and operational items. There may be things in the budget that will not be done or will be modified due to the pandemic. A motion was made by Lisa Shortell to adopt this budget document as a place holder for 2020. Stacia Familo-Hopek seconded. All ayes.

Item No. 10

Election of Interim DDA Secretary - Deiters

Long time city employee Karen Holmes is retiring. She covered three boards including the DDA. A new interim secretary is needed who can make sure minutes are accurate and get posted, keep the seal, and sign documents. Treasurer Paul Hanebuth has volunteered to take on these duties with City Manager Bryant's blessing. A motion was made by Leigh Lynch to elect Paul as interim secretary. Jennifer Joyner seconded. All ayes.

Item No. 11

Public comment on agenda Items

Dee Merriam asked if the proposed budget would be posted on the website. She was told it will be by Dave Deiters.

Adjournment

Tom Trocheck motioned to adjourn. Allen Kim seconded. All ayes.

APPROVED SEPTEMBER 8, 2020