



City of Avondale Estates  
Downtown Development Authority

Regular Meeting

July 13, 2021

5:30 p.m.

Minutes

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

**Members Absent:** Jennifer Joyner

**Staff Present:** Shannon Powell, Executive Director  
Paul Hanebuth, Assistant City Manager of Finance and Administration

Item No. 1 Meeting called to Order Deiters

Item No. 2 Approval of Agenda and June Regular Meeting Minutes Deiters  
*Tom Trocheck moved to approve meeting minutes. Leigh Lynch seconded. All ayes.*

***What have we done for the “Dale”?***

***Main Street Economic Vitality***

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.

Item No. 3	Mainstreet Update	Powell
	Entertainment District Ordinance, Dale Ale Trail, Co-Branded Avondale Beer, Wayfinding - Entertainment District Ordinance – approved by BOMC, change of cup size from 12 to 16 ounces based on business feedback. Dale Ale Trail and Co-Branded Avondale Beer – meeting around both today. Wayfinding – new graphic map nearly complete, can be accessed by phone	
Item No. 4	Grant Requests - Director Powell reiterated the difference between the CPP grant events and DDA organized events. The CPP funds (\$15,000) are spent on events proposed by outside groups. The DDA staff serves as a liaison for these events and will support by helping the event organizers connect with needed city services such as public works and communications. However, the DDA does not organize or execute these events -- that is the responsibility of the outside group.	Powell
	May Ham (\$6K request for May 2022)	
	Stompfest (\$1.5K request for Oct 2, 2021 event) - \$1500 request for Oct.2, 2021, repeat one day event partnering with Little Tree studios, draws about 1500 visitors. <i>Leigh Lynch motioned to approve a grant to StompFest for \$1500. Tom Trocheck seconded. All ayes.</i>	Shivers
	Tiny House Festival (\$5K request, Oct. 15 & 16 2021) - \$5000 request for Oct. 15/16, 2021, 5th annual event, first time in AE, location will be Franklin Street, will include vendors, tiny houses, speakers, music, demonstrations, and will highlight building practices and AE itself, anticipated to draw about 6000 visitors. <i>Walter Barineau motioned to approve a grant to the Tiny House Festival for \$5000. Lisa Shortell seconded. All ayes.</i>	Johnston
	Placita Latina (\$5K request, Sept 15-Oct 15 2021) - \$5000 request for Sept 15 – October 15, 202, 2 events, a smaller coffee tasting on a Thursday afternoon and a medium sized event with vendors at the AE Farmer’s Market, both events will have musical entertainment provided by Danceando Productions, expected to draw 500 - 1000 plus visitors. Paul Hanebuth made a public comment in support of the event. <i>Leigh Lynch motioned to approve Placita Latina for a grant of \$3000. Tom Trocheck seconded. All Ayes.</i>	Yelton

## ***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. 5	City Development/Business Update	Powell
	<p>Town Green, Parking Lot Lights, Property Management Updates - Town Green groundbreaking was held. Target completion date in late February.</p> <p>Parking Lot solar lights are in and working</p> <p>Dormer in FindersKeepers building thought to be repaired is leaking again. DDA will address.</p> <p>Pine and Olive – under construction with a tentative completion date of mid-October. Partnering with Little Tree to improve studio parking lot and potentially some streetscape.</p> <p>A “Market” is being floated by a developer.</p> <p>Ed Reicker buildings behind Tudor Village’s 37 Main are under contract with an investor. The intention is to keep as is for now with current tenants. Investor has discussed possible future scenarios with Director Powell.</p> <p>The asbestos has been removed from 90 N. Avondale. The contract for demolition of the ceiling came in at \$18,500 – lower than the already approved amount of \$21,000. After demolition the contractor and DDA will have a better grasp of renovation costs.</p>	
Item No 6	Treasure’s Report	Hanebuth
	<p>Rental revenue for the second quarter totaled \$33,162. Earnings from the Georgia Fund 1 investment account remain in the doldrums, and total gross earnings for the quarter were about \$1,350.</p>	
Item No. 7	Update to City/DDA staffing IGA Discussion - The DDA discussed the merging of the city communication director and Main Street/events manager positions into a single position. This requires a change to the current IGA. All tasks agreed upon in the IGA will still be covered. The position is at a higher job classification level and salary (\$85,000 - \$120,000) than either of the previous two positions. The DDA will fund approximately 50% of the new salary. Discussion revolved around the positives and negatives of such a change. Kathy Kingsbury made a public expressed concern on the structural organization of the City. <i>Leigh Lynch made a motion to amend the IGA to accommodate the new position. Tom Trocheck seconded it. 5 ayes. Dave Deiters abstained.</i>	Powell
Item No. 8.	By-Laws – Recommendation to revise election requirements of officers from July to Nov and extend current officer terms until the next election. - The city is trying to get all board staffing	Deiters

moved to a single November meeting. The DDA has two expiring terms and is overdue to vote on their officers. Director Powell recommended extending the expiring terms until November and changing the DDA by-laws to vote every other year (instead of annually) for officers, beginning in January of 2022. *A motion was made by Lisa Shortell to approve change and seconded by Walter Barineau. All Ayes*

Item No. 9 Public Comment on Agenda Items

Item No. 10 Executive Session – Real Estate

A motion was made by Leigh Lynch to go into executive session and seconded by Water Barineau. All Ayes.

Item No. 11 Adjournment

*Dave Deiters motioned to adjourn the meeting. It was seconded by Tom Trocheck. All in favor.*