



**City of Avondale Estates  
Downtown Development Authority  
Regular Meeting  
August 11, 2020  
6:30 p.m.**

**MINUTES**

Members Present: Dave Dieters, Chair  
Tom Trocheck  
Lisa Shortell  
Leigh Lynch  
Jennifer Joyner  
Allen Kim

Staff Present: Paul Hanebuth, Treasurer  
Sam Collier, Consultant

Item No. 1 Meeting called to Order

Item No. 2 Approval of Agenda and Minutes  
Lisa Shortell motioned to approve. Tom Trocheck seconded. All ayes.

Item No. 3 What have we done for “Dale”?

***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**  
**Main Street: Design**

Item No. 4                      Banner Refresh    -                      Joyner  
Jennifer Joyner suggests refreshing banner design (\$4,000-5,000) and printing new banners (\$1,400). Allen Kim stresses need to involve local talent. Ms. Joyner moves to approve spending up to \$7,000 to design print and install banners subject to design approval by the board. Leigh Lynch seconded. All ayes.

**Main Street: Economic Vitality**

Item No. 5                      Support for AE Businesses during Pandemic    -                      Collier  
Sam Collier, Leigh Lynch, and Allen Kim suggested supplying masks, hand sanitizer, and signage to downtown businesses. Mr. Kim moved to approve \$6,500 for this purpose, seconded by Leigh Lynch. All ayes.

**Main Street: Organization**  
**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  
Paul Hanebuth reported the closing of two Department of Juvenile Justice Building (DJJ) checking accounts, and payoff of Piedmont bond and closing of Piedmont money market accounts as of August 3rd. Cash balances in DDA checking and Georgia Fund investment accounts are approximately \$758,000 and \$8.79M, respectively.

Item No. 7                      Status report on DDA Organizational Transformation Project    -                      Collier  
Sam Collier reported on survey of business needs for PPE or other support from DDA during the Covid pandemic. He also gave an update on N. Avondale/Lake St. parking lot project.

Item No. 8                      Regular Meeting Time Discussion    -                      Deiters  
Dave Deiters suggested a 4:30 meeting time to make attendance less onerous for City staff. Discussion indicates 5:30 is doable for members; Tom Trochek moved to change meeting time to 5:30, seconded by Lisa Shortell. All ayes.

Item No. 9                      Organizational Model Discussion    -                      Deiters  
Framework for permanent staffing was suggested by Dave Dieters. If approved, next step would be establishing an intergovernmental agreement (IGA) with the City. General support was expressed by all directors. Allen Kim moved to approve framework subject to subsequent approval of IGA schedule by the board. Tom Trochek seconded. All ayes.

