



**City of Avondale Estates  
Downtown Development Authority  
Regular Meeting  
September 8, 2020  
5:30 p.m.**

**MINUTES**

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

Staff Present: Paul Hanebuth, Treasurer  
Shannon Powell, Asst. City Manager  
Rebecca Long, Communications Mgr.

Item No. 1 Meeting called to Order

Item No. 2 Approval of Agenda and Minutes  
Lisa Shortell motioned to approve agenda. Jennifer Joyner seconded. All ayes.  
A motion to approve March through August minutes was made by Tom Trocheck. Jennifer Joyner 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 Update                      -                      Joyner

There was discussion about the merits of “Avondale Estates” versus just “Avondale” in branding. Comments were in favor of simplicity, inclusivity in design. There was general agreement to avoid the use of photography in banners, but possibly in other media. Photos should be representative of the central business district (CBD).

***Main Street: Economic Vitality***

Item No. 5                      City Development/New Business Update                      -                      Powell

Shannon Powell gave an update on potential private development plans in multiple locations. She reported that construction drawings for the town green are approaching completion and construction could begin in early 2021. There was continued discussion of an interim solution for N. Avondale frontage south of the green. Progress continues on the complete streets project on US 278.

***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 noted closure of accounts related to the Department of Juvenile Justice building, payoff of Piedmont bond, and closure of Piedmont money market account. He also briefly described August expenses and cash movements.

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

Sam Collier received Personal Protective Equipment (PPE) for distribution to local businesses and suggested the board contact business owners. There was discussion of the need to finish parking lot construction more expeditiously and suggestions for installation of three to five solar-powered street lights for the lot. Tom Trochek described the need for ADA-accessible sidewalk east of the parking lot and suggested budgeting for designer and structural engineer. Leigh Lynch motioned to approve \$1900 for repairs at 90 N Avondale, seconded by Mr. Trochek, All ayes with Allen Kim abstaining.

