



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
February 8, 2022
Online Zoom Meeting
5:30 p.m.**

MINUTES

Members Present: Dave Deiters
Leigh Lynch
Jennifer Joyner
Stacia Familo-Hopek
Lisa Shortell

Members Absent: Walter Barineau
Tom Trocheck

Staff Present: Shannon Powell
Paul Hanebuth
Ellen Powell
Gina Hill
Kyle Williams, Attorney

Item No. 1 (1 min)	Meeting called to Order	Deiters
Item No. 2 (1 min)	Approval of Agenda, Approval January Minutes Leigh Lynch moved to approve. Jennifer Joyner seconded. All ayes.	Deiters

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 (5 min)	Executive Director Report:	S. Powell
	<ul style="list-style-type: none"> • Business Newsletter, Sent 2/4/22 • Presentation by DCA on Rural Opportunity Zone, 2/11/22 • Property Management Update • Capital Projects Update 	
	<p>Ms. Powell gave a brief summary of each of the bullet items above. The goal of the business newsletter is to enhance communications between city hall, the DDA and city businesses. The DDA was invited to attend the virtual presentation on the Rural Opportunity Zone on February 11th. Ms. Powell said that the Town Green is running behind schedule due to complications with Georgia Power. Also, the proposed pavilion may come in under budget. Timelines and cost estimates should become clearer later in the week. Ms. Powell concluded by saying she continues to work with developers interested in the downtown and on the Complete Street Project and the right-of-way acquisition associated with it.</p>	
Item No 4 (5 min)	Treasurer’s Report	Hanebuth
	<p>Mr. Hanebuth touched on costs associated with dormer and roof repairs of the Finders Keepers building, salary reimbursements, legal expenses, and decorations.</p>	
Item No 5 (5 min)	Mini-Retreat Date and Topics	Deiters
	<p>Mr. Deiters recounted that a retreat was originally discussed to talk about issues surrounding events. In the meantime, some of those problems have been resolved by a rubric developed by Shannon Powell and Ellen Powell. However, bigger-picture questions remain. The consensus among the group was that a short retreat was still warranted. Efforts will be made to set a time and date that works for everyone.</p>	
Item No 6 (5 min)	Discussion and Position on State B 420	Familio-Hopek
	<p>The bill does the following:</p> <ol style="list-style-type: none"> 1. Lifts the daily off-premises sales cap (“to-go”) of 288 oz on brewery licensees. 2. Allows for direct charitable contributions for charitable events from Brewery <u>and</u> Brewpub licensees (only for product you manufacture). 	
	<p>DDA member and local brewery owner Ms. Familio-Hopek asked</p>	

the group to show their support for this measure. Other DDA members agreed. Mr. Williams will provide language tying their support for the bill to the DDA's statutory goals. Leigh Lynch motioned to approve a resolution in support of this bill. Stacia Familo-Hopek seconded. All ayes.

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

Item No. 7 (5 min) Main Street Update: 2022 Event Update, Social Media Plans for February E. Powell

Ms. Powell described her promotional activities surrounding the Dale Ale Trail. New strategies are being implemented to bolster business during the slow month of February. Black-owned businesses are being highlighted for Black History Month. Social media activity surrounding that has been positive. She added that Arepa Mia was featured in Atlanta Magazine for their new patio and rum bar. Finally, a picture of Town Green construction progress has been shared widely.

Item No. 8 (5 min) Event Grant Discussion and Decisions

A new event rubric has been used to evaluate applicants for the Community Promotion Program grants. Shannon Powell and Ellen Powell found it very helpful and provided some surprising information. The events evaluated included Fruhlingfest, MayHam, and StompFest. Scores were 65, 51, and 21 respectively. Leigh Lynch motioned to grant Fruhlingfest and MayHam each \$3000 and StompFest \$1000. Jennifer Joyner seconded. All ayes.

Talk then turned to the pros and cons of event planners charging money for tickets. The group also touched on social media and target audiences. More discussion will take place at the upcoming retreat.

Item No. 9 Public Comment on Agenda Items: None

Executive Session – Real Estate

Leigh Lynch moved to enter the executive session. Jennifer Joyner seconded. All ayes.

Lisa Shortell moved to exit the executive session. Leigh Lynch seconded. All ayes.

Adjournment

Jennifer Joyner moved to adjourn. Stacia Familo-Hopek seconded.

All ayes.