



City of Avondale Estates
Downtown Development Authority
Regular Meeting
August 10, 2021
5:30 p.m.

Minutes

Members Present: Dave Dieters, Chair
Jennifer Joyner
Lisa Shortell
Leigh Lynch
Tom Trocheck
Walter Barineau (Virtually)

Members Absent: Stacia Familo-Hopek

Staff Present: Shannon Powell, Executive Director
Paul Hanebuth, Assistant City Manager of Finance and Administration
Shari Hillman, Administrative Coordinator

Item No. 1	Meeting called to Order	Deiters
Item No. 2	Approval of Agenda and July Regular Meeting Minutes <i>Jen Joyner moved to approve meeting minutes. Leigh Lynch seconded. All ayes.</i>	Deiters

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, Community Event Update, VIP Avondale Promotions Party, Dale Ale Trail, Winter Wonderland, Wayfinding. Wayfinding map is complete and will be used in a variety of ways. Entertainment District Ordinance has passed BOMC. The City is adapting the wayfinding map for use as signage for district info.

Community Event Update – Placita Latina, celebration of Hispanic Heritage Month (Sept/Oct), Stompfest (beginning of October), Tiny House festival (mid-October).

Dale Ale Trail Kick-Off (October 23) - finalizing logo, will include VIP Promotions Party, new beer creation, punch cards, map, collaboration with city on marketing/beer/resources.

Winter Wonderland – bringing back from 2019 with characters, caroling, and Santa. Target date is December 11.

Item No. 4 City Development/Business Update - Town Green Park construction underway. Powell

278 redesign is moving along. The city will be coming to the DDA to ask for a driveway easement on DDA property. The DDA will review documents at next meeting. Director Powell mentioned that the city wanted to bid out the project by June 2022, but ROW acquisition is very time consuming, and it might be as late as September. The \$1.9 million grant to cover the signaling project looks good so far. Director Powell will spend some time at the next meeting going over the details of the project.

The new zoning code ordinance was approved by the BOMC. They will also need to review and vote on the new sign ordinance and new storm water ordinance in the future.

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 Property Management Update - Finders Keepers property has serious roof leaks. Director Powell and Tom Trocheck have looked into the situation. This item was discussed further in executive session. Powell

90 North Avondale demolition is complete, and Director Powell has asked for some ball park estimates and options from the contractor. The building is not in great shape. This item was discussed further in executive session.

Edwin Jarvis lease provided for a front monument sign. The 278 construction will likely change where this is located. It is in the lease though, and Director Powell will be discussing options with the business owner.

Item No 6	Treasure's Report Paul Hanebuth reported \$16,708.84 expenses for the month.	Hanebuth
Item No. 7	Selection of General Council - The DDA's current general counsel is Dan McRae of Seyforth and Shaw. Dan's expertise on the DJJ bond and sale was invaluable and much needed. However, Dan is busy and expensive. Director Powell and Chair Deiters discussed the possibility of hiring less expensive general counsel for the day-to-day DDA work while retaining Dan for any bond work. Legal expenses related to bond work are paid for by the bond recipient. Mr. McRae is fine with this arrangement. Director Powell has identified finalists and she will work with Leigh Lynch to determine a recommendation hire to the DDA.	Powell
Item No. 8.	Public Comment on Agenda Items	Deiters
Item No. 9	Executive Session – Real Estate – <i>Leigh Lynch moved to go into executive session. Lisa Shortel seconded. All ayes. Tom Trocheck moved to exit executive session. Leigh Lynch seconded. All ayes.</i>	
Item No. 10	Adjournment <i>Lisa Shortell motioned to adjourn the meeting. It was seconded by Jen Joyner. All in favor.</i>	