



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
January 11, 2022
Online Zoom Meeting
5:30 p.m.**

MINUTES

Members Present: Dave Deiters, Chair
Leigh Lynch
Lisa Shortell
Jennifer Joyner
Stacia Familo-Hopek
Walter Barineau
Tom Trocheck

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

Item No. 1 (1 min)	Meeting called to Order	Deiters
Item No. 2 (1 min)	Approval of Agenda, Approval November Minutes Jennifer Joyner moved to approve. Leigh Lynch 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 (10 min)	<p>Executive Director Report</p> <p>Shannon Powell and Ellen Powell are working to fulfill required reports for the Rural Opportunity Zone. Staff is also working on a labor-intensive Main Street report that is mandated every three years. Ms. Powell reported on activities in the business community, including the opening of the new restaurant Santos, a new patio being built at Arepa Mia, and an update on tenants at the Olive & Pine development.</p>	S. Powell
Item No. 5 (10 min)	<p>North Avondale/East College Complete Street Update and Request for right-of-way donations</p> <p>Much of the conversation centered around the DDA-owned property at 84 and 88 North Avondale Road. Shannon Powell said right-of-way donations will be required for these properties to complete the US 278 project. The group discussed entrances and exits from the parking lots there as well as any potential limitations from the proposed median in the road. Ms. Powell said she would address these concerns with GDOT and the building tenant. Leigh Lynch motioned to donate the right-of-way to GDOT for the Complete Street Project. Lisa Shortell seconded. All ayes.</p>	S. Powell
Item No. 6 (5 min)	<p>Property Management Update/Issues</p> <p>Shannon Powell gave an update on the roof of the building housing Finders Keepers. The new roof has been installed and wood removed was in worse shape than they had anticipated.</p>	S. Powell
Item No 7 (5 min)	<p>Economic Development Goals Discussion</p> <p>Shannon Powell and Ellen Powell felt that economic goals were perhaps underrepresented in the DDA's planning documents. They presented a list of tentative goals to the others. The group discussed the list and suggested additions. They also agreed to further address target audiences.</p>	S. Powell
Item No 8 (5 min)	<p>Treasure's Report</p> <p>Paul Hanebuth said that revenues are accounted for and accurate at this point while expenses are still being received. He also included an itemized list of expenses for events and the new parking lot.</p>	Hanebuth
Item No. 9 (10 min)	<p>2022 Operations Budget – Request for Approval</p> <p>A budget was distributed to the group and was discussed in previous meetings. It was just for operations and did not include capital expenses. This type of budget helps predict what will be needed to sustain operations in the future. Walter Barineau moved to approve the budget and Tom Trocheck seconded. All ayes.</p>	S. Powell

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. 10 (5 min) 2022 Event Grant Discussion S. Powell

With the goal of improving the process of offering grants for outside events, Shannon Powell and Ellen Powell – with the help of Jennifer Joyner and Stacia Familo-Hopek – developed a draft rubric for evaluating requests and an improved grant application. A lengthy discussion followed about many aspects of events as well as the need for a more strategic approach. Ms. Powell and Dave Deiters will refine questions for leading further discussion. Meanwhile, current grant applications are due at the end of January and will be reviewed next month.

Item No. 11 (5 min) Website Updates E. Powell

In the new budget, \$51,000 have been earmarked for website improvements. Ellen Powell said she will develop scope documents to get assistance on updating the Explore Avondale website. She planned to use template pages to help with updates, searches, and restructuring the site.

Item No. 12 Public Comment on Agenda Items: None

Executive Session – Real Estate

Leigh Lynch moved to enter executive session at 7:18 p.m.

Walter Barineau seconded. All ayes.

Walter Barineau motioned to exit executive session at 7:36 p.m.

Jennifer Joyner seconded. All ayes.

Adjournment

Tom Trocheck moved to adjourn. Lisa Shortell seconded. All ayes.

APPROVED FEB. 8TH, 2022