



**City of Avondale Estates  
Downtown Development Authority  
Regular Meeting  
January 12, 2020  
5:30 p.m.  
MINUTES**

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

Staff Present: Shannon Powell, Exec. Director  
Paul Hanebuth, Treasurer  
Sara Hempen, Main Street Mgr.  
Rebecca Long, Communications Mgr.

**Item No. 1 Meeting called to Order**

**Item No. 2 Approval of Agenda and Minutes Regular Meeting**  
Shortell motioned to approve. Jennifer Joyner seconded. All ayes.

**Item No. 3 City Development/New Business Update (Powell)**  
Shannon Powell, DDA executive director, provided an update on new seeking conditional use permits including a hair salon, eyebrow place, and pharmacy. The City has received 4 Rural Zone applications. Once approved, these will provide businesses with tax breaks.

A motion was made to switch the order of the agenda, and the motion was passed.

**Item No. 4**

**Frühlingsfest Promotion (Hempen)**

Sara Hempen, the Main Street and Events Manager, proposed a partnership with Geothe Zentrum Atlanta to promote Avondale Estates businesses through the execution of a 2-week long virtual Frühlingsfest event in 2021. Goals are to drive traffic to restaurants and retail businesses downtown, grow the number of people who know about Avondale Estates, educate the public on German culture, and promote the in-person Frühlingsfest event in 2022. Event will consist of 3 components: a virtual marketplace, a business passport, and a gnome scavenger hunt. Passport component will encourage customers to visit all participating businesses within 2 weeks. Those who complete their passport can enter to win \$50 gift card. Working with GZA will allow DDA/Main Street to tap into broader audience and expand our digital presence. A motion was made to approve partnership and \$2500 budget for mailers and promotions. Tom Trochek motioned to approve expenditure, Lisa Shortell seconded motion. All ayes.

**Item No. 5**

**Mainstreet Reporting and Workplan (Powell/Hempen)**

Executive Director Powell and Main Street Manager Hempen are busy working on annual Rural Opportunity Zone and Main Street reporting requirements. Manager Hempen has been updating and documenting dates and certifications for the board. A Main Street work plan must be submitted every year to remain in compliance with the program. It involves identifying goals and strategies as well as when tasks will be completed and by whom. The two transformational strategies this year are (1)Business Activation and Development and (2)Placemaking. Each strategy consists of four goals with each goal incorporating one of the four Main Street pillars (economic vitality, design, organization, or promotion). The work plan is a living document and can be amended as needed.

**Item No. 6**

**Treasurer's report (Hanebuth)**

Treasurer Paul Hanebuth provided a fourth quarter report on expenses and revenues (numbers not final). He is exploring ways to provide a more detailed break down and "3-D" picture of financials in 2021.

Accounts as of 12/31/20:

Primary Operating	\$333,675.98
Georgia Fund 1 Investment	\$9,291,430.03

**Item No. 7**

**Update on Parking Lot (Powell)**

Executive director Shannon Powel gave an update on the parking lot project. The paving is mostly done, but the contractor did not follow the striping plan which staff provided. They are scheduled to re-stripe early next week. Wheel

stops will be put back into place and Director Powell reports that an additional eight-wheel stops are needed to help guide vehicles. In approximately two weeks, the eastern pedestrian access path and concrete work will be completed. All finish dates are dependent upon weather and COVID. Director Powell and Chair Deiters are also working through due diligence regarding maintenance and warranties with the solar lighting company. A motion was made and \$800 approved to purchase eight additional wheel stops. Leigh Lynch motions to approve \$800 expenditure for wheel stops, Stacia Familo-Hopek seconds motion. All ayes.

**Item No. 8**

**Public Comment on Agenda Items**

No public comment.

**Adjournment**

Leigh Lynch motioned to adjourn. Lisa Shortell seconded. All ayes.

**APPROVED FEBRUARY 9<sup>TH</sup>, 2021**