



**City of Avondale Estates
Downtown Development Authority
Regular Meeting
February 9, 2021
5:30 p.m.
MINUTES**

Members Present: Dave Dieters, Chair
Lisa Shortell
Leigh Lynch
Stacia Familo-Hopek
Jennifer Joyner
Tom Trocheck (joined late)
Walter Barineau (joined late)

Staff Present: Shannon Powell, Executive Director
Paul Hanebuth, Treasurer
Rebecca Long, Communications Mgr.
Sara Hempen, Main St & Events Mgr.

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

Item No. 2 **Approval of Agenda and 1/12 Minutes Regular Meeting**
Leigh Lynch motioned to approve the agenda. Lisa Shortell seconded. All in favor.
Jennifer Joyner motioned to approve the minutes. Lisa Shortell seconded. All in favor.

Item No. 3 **City Development/Business Update (Powell)**
Planning: Urban Design Study, Downtown Zoning, Storm Water Assessment, Complete Street Program

Director Powell listed several presentations that happened last week. The Urban Design and Development presentation received good comments. The Storm Water Assessment report indicated that one of the top five priority projects to be considered is at the corner of Washington and Pine streets. The Zoning Re-Write was also presented, and Director Powell urged DDA members to take a look at it.

The Complete Streets Project (278) continues to move along. The state has given its approval for ROW acquisition, but the city is still waiting for the authorization letter. Director Powell had a first meeting with impacted property owners. The next step will be individual conversations, appraisals, and working out details. She shared that

she believes eminent domain may be required in a couple cases. As construction happens, it will occur block to block to minimize disruption for businesses. Director Powell will put together a talking points/Q and A sheet and share with DDA members so they can help answer the questions and concerns of property owners.

Development and Business Update: The city and BOMC are finalizing agreements with Fabric to be able to move forward with the Town Park, and an interim solution in the commercial space, storm water infrastructure, and the Washington-Parry connector. Conversations are happening with Avila around the connector. The BOMC will be considering starting the process of eminent domain on the old lifeline building this week. Staff is meeting with Avila about every two weeks and discussing any aspects of their development. Avila is likely to present a site plan with streets, etc. first and then design buildings in a more phased approach. The Danny England project on the old Mann property across from the art studios is moving forward and Director Powell thinks they may have some renderings in the future.

There has also been a lot of interest in the car junk yard behind the new Oakhurst Realty project.

Item No. 4

Mainstreet Update (Hempfen)

Rural Opportunity Zone – Due to this designation there are tax incentives for downtown businesses that create jobs. Main Street Coordinator Sara Hempfen has submitted the 2020 assessment and several businesses took advantage of this incentive. She will be trying to increase awareness of the program among other AE businesses.

Fruhlingfest Promotion Status— The DDA previously approved a budget for this virtual event which will take place in March. Sara has recruited 12 participating businesses and 7 more with strong interest. She is hoping for about 15-20 will ultimately participate and is working with the German Cultural association on details, marketing, and promotion.

Banner Status – New light pole banners are at the printers.

Business One-on-One “Meet and Greet” – Coordinator Hempfen has been reaching to get to know AE businesses and holding individual conversations. She has contacted about 30-40 so far and is encouraging them to view her as a resource.

Item No. 5

Wayfinding (Joyner)

Request for approval of design proposal. Wayfinding is a priority project for the DDA. Jennifer has been in touch with Wendy Pruitt Creates to discuss what they might do for us. Jennifer requests the board consider approving \$1040 for brainstorming and designing a wayfinding street map that can be used in different formats. The DDA will be able to review progress before the deliverable is finalized.

A motion was made by Lynch to approve \$1040 expense and seconded by Trochek. Public comment by Bob Wess about the functionality of the graphic and it was confirmed the graphic can be used in various formats. All ayes.

Item No. 6

Treasurer’s Report (Hanebuth)

The DDA previously agreed to quarterly detailed reports vs. monthly. Mr. Hanebuth reported three expenses for January including Christmas lights, website, and parking lot striping.

- Item No. 7 **Update of Parking Lot/Request for Stair Railing and Fencing Funding (Powell)**
Restriping is complete. Curb Tech has been in the lot fixing drainage issues and installing railings in the back lot. Railings and a safety fence is still needed along the east side of pedestrian access along 90 North Avondale. Director Powell received some estimates in costs and is requesting that up to \$6500 be approved for these safety measures. A motion was made by Shortell and seconded by Barineau. No public comment. All ayes.
- Item No. 8 **90 North Avondale/ Request funding approval for immediate repairs (Powell)**
Coordinator Hempen and Director Powell remarked on the state of the exterior of 90 N. Avondale and requested funding to replace the paper banners with cling-ons and repair the awning. Although the board has considered more investment in a white-boxing solution for this property, there is the need in the interim to improve the situation on the exterior to give the board time to consider this capital investment in a more comprehensive and strategic manner. Staff and DDA volunteers are anticipating a Saturday workday to clean the windows. A motion for \$1130 in funding was made by Shortell and seconded by Lynch. No public comment, all ayes.
- Item No. 9 **Capital Investment Discussion (Deiters)**
DDA Chair Deiters alerted the board to the need for a special-called meeting to spend substantial time discussing capital priorities. Director Powell will send out a Doodle poll to schedule. Chair Deiters laid out some of the many possible options for DDA investment in the downtown (besides the nearly completed parking lot) including the Town Park storm water infrastructure and interim solution, potential equity/investment toward the Town Green Commercial, 90 N. Avondale repairs and improvements, and potential acquisition of on other strategic commercial properties. Even with the DJJ sale, funds are limited and there are many demands. The board needs to think comprehensively and strategically to prioritize their capital dollar investment.
- Item No. 10 **Public Comment on Agenda Items**
No public comments.
- Adjournment**
Motion to adjourn made by Joyner and seconded by Lynch. All ayes.