



**City of Avondale Estates  
Downtown Development Authority  
Regular Meeting  
April 13, 2021  
5:30 p.m.  
Minutes**

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

**Staff Present:** Shannon Powell, Executive Director  
Paul Hanebuth, Treasurer  
Rebecca Long, Communications Manager  
Sara Hempen, Main Street & Events Manager

**Item No. 1 Meeting called to Order (Deiters)**

**Item No. 2 Approval of Agenda and Minutes Regular Meeting (Deiters)**

Approval motioned by Shortell and seconded by Lynch. All in favor.

**Item No. 3 City Development/Business Update (Powell)**

- Town Green – Fabric presents its recommendation for a construction contractor to BOMC this week.
- Four building assemblage – for sale behind the Tudor Building.
- Zoning – now into the formal adoption phase; will still see small changes; will go through PZB review and recommendation and then move to BOMC.
- Conditional Use permits – yoga studio; senior affordable housing available to those with 60% of median income (\$34,000 - \$39,000)
- Rural Opportunity Zone – great opportunity for new and existing businesses in the CBD

- US278 Complete Street – moving forward under the fourth new GDOT manager in a year; on schedule for June 2022 construction start; Director Powell has applied for another grant that may help speed up some signaling improvements.
- Update on Parking Lot – Director Powell and Sara Hempen will meet this week with solar lighting vendor and installer for walk through and installation will follow shortly.
- Urban Land Institute Study of South side of US278 – free; what can physically fit and what will market support keeping in mind the adjacent residential neighborhood; will be presented mid to late May.

**Item No 4      Treasurer’s Report      (Hanebuth)**

Mr. Hanebuth gave a first quarter report. Expenses included the parking lot, city staff time, and insurance. Although there has been some capital outlay, operational costs are in the black. His report is attached.

Accounts as of 3/31/2021:

Primary Operating	\$247,350.02
Georgia Fund 1 Investment	\$9,292,636.03

**Item No. 5      Road Declaration (Maple Street)      (Deiters)**

This is required to declare the private street behind Trammel Crow open for public parking and access. Although the street is open for public use, Trammel Crow is responsible for maintaining it.

**Item No. 6      DDA Procurement Policies Discussion      (Lynch)**

Leigh Lynch and Director Powell have been investigating the practices of other DDAs in order to improve efficiencies, policies, and procedures. They are looking at items that include revenue sources, use of local vendors, and procurement procedures. For instance, DDA staff is not envisioned in the AE DDA’s current by-laws. Some changes may require changes to the by-laws. They will bring recommendations to the board at the next meeting.

**Item No. 7      Request 90 N. Avondale Repairs      (Powell)**

At the last meeting the board discussed moving forward to obtain an estimate for 90 N. Avondale repairs. However, the contractor feels like he needs more information that will require a small demo before he can do so reliably. In addition, there are safety concerns with an open alcove in the side of the building next to the new pedestrian walkway and the storefront needs some work. Director Powell submitted a request for a retroactive approval of \$1225 to cover \$325 for the opening on side of building and refaced storefront, \$400 for demo to determine structural integrity, and \$500 for a structural engineer. Ashe also asked for an additional new expense of \$500 for follow up by the structural engineer.

A motion to approve was made by Trocheck and seconded by Familo-Hopek. All ayes.

**Item No. 8 Request for Parking Lot Electricity (Powell)**

General funding was already approved by the board to provide exterior electricity for the lights on the building itself (separate from the solar lot lights), but there have been some changes. The price increased by 15%. In addition, the board discussed and agreed that any electric bike charging station should wait until a more holistic plan around e-bikes and vehicles can be developed.

A motion to approve \$3400 to cover electrical expenses was made by Shortell and seconded by Barineau. All ayes.

**Item No. 9 Mainstreet Update: *Frühlingsfest* report, E-Newsletter, Upcoming DDA/AEBA Meeting (Hempen)**

*Frühlingsfest* wrapped up with 194 submissions and 48 participants. Participating businesses were appreciative even as participation was not as high as hoped. The organizers are looking forward to next year and an in-person event.

The AEBA is starting up again after a pandemic hiatus. Their first meeting will be May 5 and will include home business owners. (The DDA is legally required to support CBD businesses only.)

The first DDA/Mainstreet newsletter edition was published. It is especially for business owners and contained introductions to city contacts and other useful information. This will be a great way to increase communication with businesses.

**Item No. 10 National Mainstreet Accreditation (Hempen)**

A motion to retroactively approve (April 9 deadline) the \$375 annual Mainstreet membership fees was made by Lynch and seconded by Joyner. All ayes.

**Item No. 10 Vote for Avondale FB Ad (Powell)**

A motion was made and retroactively approved to fund Facebook advertisement “best small town beer scene” promotion at \$100. This decision needed to be made quickly in order to take advantage of the opportunity. Coordinator Hempen will also look into the fee to use the USA Today logo in hopes of continuing to promote the award.

Motion was made by Barineau and approved by Shortell. All ayes.

**Item No. 11      Mayham Festival Promotion and Community Grant Discussion      (Hempfen)**

Mayham “Light” will hopefully happen over Labor Day weekend (depending on city COVID rules). The board discussed the differences in CPP funding (from the city) and DDA promotional funding and the intersection of the two.

**Item No. 12      Dale Ale Trail Ongoing Promotion      (Familo-Hopek)**

This event will center on five draft beer focused businesses and will promote walkability. A kick-off event will hopefully be held on Memorial Day weekend (in accordance with city COVID rules), but participation can happen on an ongoing basis. Special highlighting of the Dale Ale Trail is envisioned 3 times a year or so. The board discussed the costs and settled on a lesser amount to start off the endeavor. A motion was made and approved to spend \$5000 on glasses and other participation materials, brand design, printing, and promotion for the Dale Ale Trail.

Motion was made by Lynch and seconded by Trocheck. All ayes.

**Item No. 13      Public Comment on Agenda Items**

No public comment.

**Item No. 14      Executive Session – Real Estate**

**Adjournment**

Motion made by Lynch and seconded by Trocheck. All ayes.