



**City of Avondale Estates Downtown Development Authority
Regular Meeting
August 9, 2022**

MINUTES

Members Present: Dave Deiters
Leigh Lynch
Tom Trocheck
Stacia Familo-Hopek
Lisa Shortell
Jennifer Joyner
Walter Barineau (on phone)

Staff Present: Shannon Powell
Ellen Powell
Gina Hill
Kyle Williams, Attorney

Item No. 1 Meeting called to Order Deiters

Item No. 2 Approval of Agenda, Approval July 2022 Minutes Deiters
Leigh Lynch moved to approve agenda and minutes as well as add an item #7 to the agenda. Tom Trocheck seconds. All ayes.

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 Executive Director Report S. Powell
Director Powell reported that work on the town green is in the final stages. Also, there are five right-of-way acquisitions to obtain for the US 278 project.

Item No. 4 Treasurer's Report T. Trocheck

Update

Treasurer Trocheck said there has not been much change in finances. A reimbursement was received from electricians for 90 N. Avondale Rd. This is also the last month of rental payments, he added.

Resolution Authorizing Access to the Georgia Fund One Account

It was explained that this resolution would allow Executive Director Powell and Treasurer Trocheck to transfer money between the DDA checking account and its investment account, Georgia Fund One. Leigh Lynch moved to approve the resolution. Stacia Familo-Hopek seconds. All ayes.

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| Item No. 5 | Market Pavilion Funding
It was discussed in two previous meetings that the DDA would consider covering the majority of the cost for constructing the market pavilion at the town green. Tom Trocheck moved to approve \$780,000 for this purpose. Leigh Lynch seconded. All ayes. | Deiters |
| Item No. 6 | DDA/Mainstreet Conference Staff Funding Request
Executive Director Powell and Ellen Powell, the Communications Director, have requested \$2,100 to attend a conference in Macon. Funds have already been budgeted for this purpose so the request was approved. There was also discussion and consensus about staff not needing to bring funding requests before the DDA if it's something contained in a pre-approved budget. | S. Powell |
| Item No. 7 | This item was added to discuss the lease for Edwin Jarvis. The owner, Allen Kim, was in attendance. In the lease, a sign was promised and Mr. Kim had obtained quotes. He requested reimbursement for the sign that was never installed. The DDA discussed potential dollar amounts in executive session. | |

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 a strategic focus on the core principles of downtown and neighborhood revitalization: Economic Vitality, Quality Design, Effective Promotion, and Sustainable Organization.

- Item No. 7 Main Street Update E. Powell
Main Street Manager Powell reported that a ribbon cutting event may take place at the market pavilion in September. She is also working on a process for renting the pavilion out for events. Two Avondale business meetings are scheduled for the remainder of the year, she added.
- Item No. 8 Events: Schedule and Funding Request E. Powell
Dale Ale Day
Ms. Powell provided details on the upcoming Dale Ale Day to be held on October 22nd. The DDA has already budgeted \$5000 to help fund the event. Ms. Powell described an app being used called “Untapped” to target promotional materials and gather information to measure the event’s success. She added that staff planned to make Winter Wonderland into a multi-week promotion (using a similar technology) instead of a one-day event. Patrons could use the app to learn about local deals and events that would entice them to visit businesses and earn prizes, all while providing demographic and geographic data for measuring success.
- Stompfest
Event planners requested \$3000 for this event that would draw 300-600 people. Ms. Powell said Stompfest had a low score on the rubric used to evaluate potential events. After discussion, the consensus was to delay a decision until a larger conversation about events could take place.
- Item No. 9 Public Comment on Agenda Items
Allen Kim had some questions and comments about the DDA’s future and goals.
- Item No. 10 Executive Session – Real Estate
Tom Trocheck moved to enter executive session. Leigh Lynch seconded. All ayes.
Stacia Familo-Hopek moved to exit executive session. Leigh Lynch seconded. All ayes.
- Adjournment
Stacia Familo-Hopek moved to adjourn. Tom Trocheck seconded. All ayes.