

ATHENS DOWNTOWN DEVELOPMENT AUTHORITY

MEETING MINUTES

August 12, 2014

The regular monthly meeting of the Board of Directors of the Athens Downtown Development Authority/ Athens Clarke County Downtown Development Authority was held at 3:00 p.m. on Tuesday, August 12, 2014, at the Athens Area Chamber of Commerce, 246 West Hancock Avenue, Athens, Georgia.

MEMBERS PRESENT: Nancy Denson, Regina Quick, Chris Blackmon, Patrick Garrard, Mike Hamby, and Jennifer Zwirn

STAFF PRESENT: Pamela Thompson, Elise LeQuire, Chuck Horton, and Christi Christian

OTHERS PRESENT: Kelly Girtz, Dave Marr and Blake Aued

1. Approval of minutes

Motion by Regina Quick and seconded by Patrick Garrard to approve the minutes of the July 8, 2014 regular meeting. Motion passed.

2. Public Input

None

3. Community Reports

Board members were given reports from the Chamber of Commerce, Convention and Visitors Bureau, Four Athens, Downtown Athens Business Association, and ACCPD. Patrick Garrard spoke about the Chamber of Commerce semi-annual meeting on September 25, 2014, at the Classic Center. Jennifer Zwirn represented DABA and reported 63 total members. The gift certificates will be going to reprint soon with only the current participants printed on the back.

4. Director's Report

A. Update - Walk in Their Shoes Partnership

Downtown businesses will be invited to participate in a "Paint the Town Pink" window decorating contest. Tammy Gilland of ARMC met with the ADDA Director to discuss the details of the contest, which were also discussed at the July DABA meeting. Businesses will donate to have their windows painted in support of breast cancer awareness, or they may pay to enter the contest to paint their own pink design with the winner receiving an advertising package. Ms. Gilland had wanted the banners in town to also be pink for the event, which brought up the current banner policy which was put in place in 1999. Under that policy, the event in question must be a CEP event, and the banners hung only in the event area no more than 10 days prior to the event date. Mike Hamby asked that the banner policy be revisited with the Mayor and Commission since the issue has come up with other events recently.

The Board received marketing surveys prepared by ADDA Marketing Coordinator, Elise LeQuire.

5. Unfinished Business – Willson Center Spotlight on the Arts Concert

Dave Marr was present to answer questions and give input on the CEP fund request for this event. This will be a public concert on November 8, 2014, in College Square involving five different bands, three of which are already booked for the event. The concert will last an estimated five hours, from 4:00-9:00 p.m. This is the first time the event will be held outside of the Willson Center. Chris Blackmon asked why College Square when other locations would also suffice. Dave Maar wants the event held across from the arches in College Square to symbolize the partnership between the University and Downtown, and he hopes that this can be an annual event. Pamela Thompson reminded the Board that there was \$8000 left in the CEP Budget for discretionary funds. Mike Hamby thanked Dave Marr for his information clarifying the details of the event, and he feels the \$5000 request is reasonable to begin a relationship with Willson Arts Center to bring a new annual event downtown. Mike Hamby motioned to accept the \$5000 CEP fund request from the Willson Center Spotlight on the Arts Concert. Mayor Denson seconded the Motion, and the motion passed. The request will be forwarded to the ACC Mayor and Commission for consideration.

6. New Business

A. Athens AIDS Walk-FY15 CEP Fund Request

The event qualifies as a CEP funding-eligible event which is scheduled to take place on October 11, 2014. Mike Hamby suggested that an ADDA sponsorship of this event would be more appropriate than CEP funding. Mayor Denson had questions about the lack of a walk registration form, and she wondered if the event was staffed by volunteers, as the details in the provided information were unclear. The Board decided to put the AIDS Walk under consideration for ADDA sponsorship rather than CEP funding for this fiscal year.

B. Authorization to Renew Lease with Chamber of Commerce

The Board reviewed the memorandum regarding the new lease agreement. Regina Quick motioned to ratify the lease with the Chamber of Commerce, and Mayor Denson seconded the motion. The motion carried with Patrick Garrard abstaining from the vote.

7. Financial Reports - ADDA and DAPS

The Board was given printed financial reports for review. DAPS earned \$31,000 more this July than last July. The Broad Street pay-and-display meters will be replaced with single-space meters in October.

8. Suggested agenda topics for next month's meeting

Mike Hamby would like to revisit additional loading zones and ideas for where they could be located. Chris Blackmon will have the RFP on uses for vacant properties ready for next month's meeting. Regina Quick wants to discuss the sidewalk café ordinance and invite the city attorney and public works director to join the discussion. Pamela

Thompson invited Regina Quick to the DABA meeting to sit in on the same discussion already on the agenda for the August DABA meeting. Pamela Thompson reminded the Board that the next Boundary review meeting will be in September.

9. Executive Session-none

10. Adjournment

Mayor Denson moved to adjourn and Regina Quick seconded. Motion passed and the Board adjourned at 3:37 p.m.

Chris Blackmon, ADDA Vice Chairman

Pamela Thompson, ADDA Executive Director