

MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
May 10, 2024
7:30 AM

Present	Chair Mark Allen Vice Chair David Lyons Treasurer Leslie Patton Secretary Mary Jo Groeneveld Ian Coats Leslie Patton
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1. Call to Order / Roll Call

The meeting was called to order at 7:30 am by Chair Mark Allen.

Members present: Mark Allen, David Lyons, Ian Coats, Mary Jo Groeneveld, Leslie Patton.

Members absent: Lexie Newhouse, Nimesh Patel

Staff present: Luke Howe, Miranda Taylor

2. Approval of the Meeting Minutes

A. Draft minutes - 04.12.24 meeting

Draft minutes from the 4.12.24 meeting were reviewed. David Lyons made a motion to approve the minutes as presented. Mary Jo Groeneveld seconded the motion. Motion passed unanimously.

3. Financial Report

A. Update on Downtown Brand Shop

Miranda Taylor provided an update to the board on the newly launched downtown brand shop. The revenues and expenses for the shop will flow through the KDDA, so the board will begin to see these entries on the financial reports. The shop is hosted online and uses a print on demand/drop-shipping model, so we are not responsible for keeping inventory on hand or spending funds on inventory. No action is required.

B. Financial report as of March 31, 2024

Leslie Patton presented the financial report for the period ending March 31, 2024 (these reports were not available at the March meeting). David Lyons made a motion to approve the March financial report as presented; motion seconded by Ian Coats. Motion passed unanimously.

C. Financial report as of 4.30.24

Leslie Patton presented the financial report for the period ending April 30, 2024. David Lyons made a motion to approve the financial report as presented. Mary Jo Groeneveld seconded the motion. The motion passed unanimously.

D. Review of open invoices

The board reviewed open legal invoices. David Lyons made a motion to approve the invoices for payment. Leslie Patton seconded the motion. Motion passed unanimously.

4. Old Business

A. Updated guidelines - historic assessment grant program

Miranda Taylor reviewed a red-lined version of the historic assessment grant program guidelines with the board. The red-lined changes include the items edited by the board at previous meetings. The board agreed that the changes are consistent with the prior discussions but want to be sure that the guidelines are reviewed by legal. David Lyons made a motion to approve the guidelines pending legal review. Ian Coats seconded the motion. The motion passed unanimously.

B. Updated guidelines - 2024 Flex Grant program

Miranda Taylor reviewed a red-lined version of the updated flex grant guidelines with the board. The red-lined changes include the items edited by the board at previous meetings. The board agreed that the changes are consistent with the prior discussions but want to be sure that the guidelines are reviewed by legal. David Lyons also wanted to ensure that the Fuses program does not create a conflict for applicants since it is a program sponsored by the City. David Lyons made a motion to approve the guidelines pending legal review. Mary Jo Groeneveld seconded the motion. The motion passed unanimously.

C. Kennesaw Beer & Wine Festival Planning

The board discussed planning for the upcoming and restructured beer festival. The board decided the name of the event will be Drinks at the Depot. The event is on the events calendar for September 28. Mark will take the event name and concept to Mike with Atlanta Beer Festivals to get started. Mike will coordinate the drinks, police/security coverage, and tickets. KDDA will be responsible for coordinating food, other vendors, sponsors and activities. Possible activities include: mobile ax throwing, lawn games, and a big screen for showing football games. KDDA would also like to have a photo booth/photo backdrop for the event and should seek a sponsor for this. No action required on this item today. The board will follow-up with additional planning at the next meeting.

5. New Business

6. Public Comment

Dale Hughes spoke to the board and thanked the members who attended the recent HPC meeting to support his downtown projects. Dale also provided an update on the status of his development projects and shared conceptual drawings.

Tracey Viars commented and said that the Farmers Market looked great on opening day.

7. Staff Comment

Board and staff comments were heard at this time.

Mary Jo Groeneveld shared that the opening day of the farmers market went well and that the vendors were all happy. There is plenty of produce available this year.

Ian Coats commented that he likes the location of the farmers market.

Luke Howe advised the board that staff is working on some new assemblages but will need direction from Mayor & Council on whether the proposals are viable.

8. Executive Session

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A. 50-14-3(6).

9. Adjourn

With no further business to discuss, David Lyons made a motion to adjourn. The motion was seconded by Ian Coats. The motion passed unanimously and the meeting adjourned at 9:02 am.

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.