



Authority Members

Mark Allen
Ian Coats
Lexie Newhouse
Nimesh Patel
Mary Jo Groeneveld
David Lyons
Leslie Patton

**Kennesaw Downtown Development Authority
Meeting Agenda
June 14, 2024 7:30 AM
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)**

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Draft minutes - 5.10.24 meeting
- 3. Financial Report**
 - A. Financial report as of 5.31.24
 - B. Review of open legal invoices
- 4. Old Business**
 - A. 2024 Drinks at the Depot (beer festival) planning
- 5. New Business**
- 6. Main Street Program Updates**
 - A. 2024 Main Street Memorandum of Understanding
- 7. Public Comments**
- 8. Board Comments**
- 9. Economic Development Director Comments**
- 10. 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).

11. Adjourn

- 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.

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.

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended May 31, 2024

Beginning Cash	\$ 86,720.16
Cash Receipts:	
Interest Earned	18.58
Shopify	95.33
Farmers Market	140.00
Main Street Burger	<u>3,477.82</u>
Total Cash Receipts	<u>3,731.73</u>
Cash Disbursements:	
Pit Stop Sanitation Services	223.03
Kathryn Collier	700.00
Kathryn Collier	700.00
Bentley, Bentley & Bentley	1,015.00
Bentley, Bentley & Bentley	<u>5,582.50</u>
Total Cash Disbursements	<u>8,220.53</u>
Ending Cash	<u><u>\$ 82,231.36</u></u>



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2023-2024 Period Ending: 05/31/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND						
Revenue						
760-0000-34-756500-00000	FARMERS MARKET	3,000.00	3,000.00	140.00	700.00	2,300.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	1,643.35	856.65
760-0000-34-758500-00000	BEER FESTIVAL REVENUE	2,500.00	2,500.00	0.00	0.00	2,500.00
760-0000-36-100000-00000	INTEREST REVENUES	1,200.00	1,200.00	-103.42	502.34	697.66
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,477.82	27,822.56	12,695.44
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	95.33	730.88	-705.88
	Revenue Total:	49,743.00	49,743.00	3,609.73	31,399.13	18,343.87
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	1,015.00	12,359.91	2,640.09
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	0.00	0.00	1,500.00
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	0.00	250.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	1,400.00	6,300.00	2,100.00
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	0.00	100.00
760-7550-52-330000-00000	ADVERTISING	500.00	500.00	0.00	0.00	500.00
760-7550-52-350000-00000	TRAVEL	500.00	500.00	0.00	0.00	500.00
760-7550-52-363000-00000	MEETING EXPENSES	100.00	100.00	0.00	0.00	100.00
760-7550-52-371000-00000	PROFESSIONAL DEVELOPMENT	600.00	600.00	0.00	0.00	600.00
760-7550-52-395000-00000	MILEAGE REIMBURSEMENT	250.00	250.00	0.00	0.00	250.00
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	7,381.30	7,618.70
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	223.03	223.03	1,336.97
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	750.00	1,750.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	0.00	0.00	65.18	65.18	-65.18
760-7550-53-119000-00000	OTHER MATERIAL & SUPPLY	0.00	0.00	420.22	420.22	-420.22
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
	Expense Total:	49,743.00	49,743.00	3,123.43	27,499.64	22,243.36
Fund: 760 - KDDA FUND Surplus (Deficit):		0.00	0.00	486.30	3,899.49	
Total Surplus (Deficit):		0.00	0.00	486.30	3,899.49	

Income Statement

For Fiscal: 2023-2024 Period Ending: 05/31/2024

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	49,743.00	49,743.00	3,609.73	31,399.13	18,343.87
Expense	49,743.00	49,743.00	3,123.43	27,499.64	22,243.36
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	486.30	3,899.49	-3,899.49
Total Surplus (Deficit):	0.00	0.00	486.30	3,899.49	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	486.30	3,899.49	-3,899.49
Total Surplus (Deficit):	0.00	0.00	486.30	3,899.49	



City of Kennesaw

Balance Sheet

Account Summary

As Of 05/31/2024

Account	Name	Balance	
Fund: 760 - KDDA FUND			
Assets			
760-0000-11-111200-00000	OPERATING ACCOUNT	82,231.36	
760-0000-11-112100-00000	KDDA FACADE	3,648.01	
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	1,704.05	
	Total Assets:	87,583.42	87,583.42
Liability			
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00	
	Total Liability:	3,000.00	
Equity			
760-0000-13-120000-00000	ENCUMBRANCE	-7,865.28	
760-0000-13-230000-00000	CONTRIB CAP-DEVELOPERS	2,500.00	
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28	
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	78,183.93	
	Total Beginning Equity:	80,683.93	
Total Revenue		31,399.13	
Total Expense		27,499.64	
Revenues Over/Under Expenses		3,899.49	
	Total Equity and Current Surplus (Deficit):	84,583.42	
	Total Liabilities, Equity and Current Surplus (Deficit):		87,583.42



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: June 14, 2024
TITLE: 2024 Drinks at the Depot (beer festival) planning

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None

CITY OF KENNESAW
GEORGIA

RESOLUTION NO. 2024-29, 2024

RESOLUTION TO APPROVE THE GEORGIA START-UP MAIN STREETS PROGRAM
MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF KENNESAW AND THE
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF KENNESAW, COBB COUNTY, GEORGIA, AS FOLLOWS:

WHEREAS, Kennesaw currently participates in the Georgia Main Street Program as a start-up community; and

WHEREAS, the program requires execution of an annual Memorandum of Understanding between the Community and the Department of Community Affairs' Office of Downtown Development; and

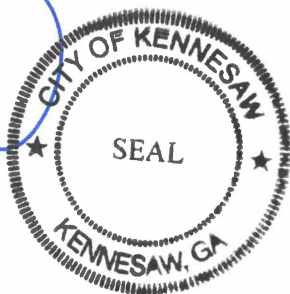
WHEREAS, the agreement outlines the necessary requirements set forth by DCA for the Community's participation in the Georgia Main Street Program for the 2024-2025 Program Cycle.

NOW, THEREFORE, the Mayor & City Council does hereby approve the MOU between the City of Kennesaw and the Georgia Department of Community Affairs for Kennesaw's participation in the Georgia Main Street Program.

PASSED AND ADOPTED by the Kennesaw City Council on this 3rd day of June 2024.

ATTEST:


Lea Alvarez, City Clerk



CITY OF KENNESAW:


Derek Easterling, Mayor



2024-2025 Start-Up Main Street Memorandum of Understanding

Due July 1, 2024

Email Elizabeth.Elliott@dca.ga.gov with any questions.

**GEORGIA START-UP MAIN STREET PROGRAM
MEMORANDUM OF UNDERSTANDING
2024-2025 Program Year**

This agreement is entered into and executed by the Georgia Department of Community Affairs' Office of Downtown Development (hereinafter referred to as "DCA") and the City/Town of Kennesaw, Georgia (hereinafter referred to as "Community"). DCA will enter into this agreement with the above party to provide services in return for active and meaningful participation in the Georgia Main Street Start-Up Program by the Community as specified below.

This agreement outlines the necessary requirements set forth by DCA for the Community's participation in the Georgia Main Street Start-Up Program for the 2024-2025 Program Cycle. DCA is the sponsoring state agency for the Georgia MainStreet program and is licensed by the National Main Street Center (hereinafter referred to as "National Program") to designate, assess, and recommend for accreditation Main Street programs within the State of Georgia.

In recognition of the agreement by DCA and the Community, the parties have agreed to the following:

Article I. THE COMMUNITY AGREES TO—

Section 1.01 Set and review boundaries for the target area of the local Main Street Program Start-Up district. This is required for accreditation. Please consult with DCA on the district boundaries.

Section 1.02 Appoint or hire a local Start-Up program manager.

- a. Meet staffing requirements:
 - a. Employ, at minimum, part-time staff responsible for the daily administration of the local Main Street Program. Part-time is defined as an employee who works a minimum of 20 hours a week and spends 100% of their time on Main Street-related activities or full-time staff who works 40 hours a week or more and spends 50% of their time on Main Street-related activities.
- b. The manager should have an office space that includes a computer, phone, and Internet access.
- c. The manager should be paid a rate consistent with other municipal employees.
- d. If the manager is an existing city employee, a copy of that employee's job description should include references to the Main Street program.
- e. If the Community plans to hire a new manager, please consult with DCA for information related to job descriptions and applicant selection.
- f. The job description, manager's contact information, and salary and benefits information will be required for accreditation.
- g. The manager must complete Main Street 101 certification within the first 3 months of employment
- h. The manager is required to submit monthly Community Activity Reports to DCA.
- i. Each report will be based on the previous month's activities and must be completed by the 30th of the following month. (Example: March report due by April 30th).

Section 1.03 Appoint a working board of directors for the local program.

- a. The Board of Directors may be an existing downtown-related board: downtown development authority, merchants' association, urban redevelopment authority, or the local chamber of commerce. For all other existing boards, please consult with DCA. Prior to appointing a board, please consult with DCA.
- b. The Board of Directors should include individuals that represent a cross-section of the downtown area: residents, retail business owners, service business owners, property owners, banks, non-profits, and the

broader community.

- c. The Board of Directors should have a minimum of 5 Board Members, not to exceed 15 people.
- d. The Board of Directors should have regular meetings once established (minimum 6 annually), and minutes should be taken at those meetings. A copy of minutes and agendas will be required for accreditation.
- e. All newly appointed Board Members are required to become Main Street 101 certified within the first six months of their first term.

Section 1.04 Provide funding for travel and training for the local program to successfully learn and implement the Main Street Approach™ within the Community.

- a. A local record of all training attended by the staff, board, or Start-up Program representatives should be documented as part of the accreditation process and uploaded into Dropbox.
- b. DCA recommends a local program travel and training budget of at least \$3,000 per year.

Section 1.05 Support a systematic approach to downtown revitalization.

- a. The local board of directors should approve, in consultation with the Community and local manager, vision and mission statements that are relevant to community conditions and the local organizational structure. These statements are required for accreditation.
- b. Develop an annual work plan that includes programming related to downtown revitalization and utilizing the required DCA work template. These plans are required for accreditation.
- c. Develop a comprehensive budget for the Main Street Program that includes financial support for staff, travel, training, and projects to be identified through the work plan development process. This budget should be comprised of funding from a diverse number of stakeholders to ensure the fiscal sustainability of the program. A complete budget must be submitted annually to DCA staff through Dropbox in order to be eligible for accreditation.

Section 1.06 Host a community input meeting related to Main Street before January 31, 2025.

- a. The Main Street Community Input Meeting should be held in a publicly accessible building. The building must meet ADA standards.
- b. The meeting should include a pre-approved agenda from DCA.
- c. The meeting must be set and advertised at least 30 days prior to the meeting date.
- d. The meeting should include an opportunity for community input related to the local Main Street Program's work plan, vision, and mission.

Section 1.07 The local program must be a member of the National Main Street Center to be accredited.

Article II. DCA Agrees to—

Section 2.01 Provide training opportunities to fully educate the Start-Up communities on the comprehensive Main Street Approach™ to downtown revitalization.

- a. Training opportunities will include a mix including but not limited to workshops, webinars, and conferences.
- b. Training opportunities will be geared toward local managers, board members, and elected officials.
- c. Training materials will be made available by the Georgia Main Street program to Start-Up Communities.

Section 2.02 Work with the Community to create a strong organization to house the future Main Street Program.

- a. DCA will review and comment on all organization documents to the Community, including by-laws, job descriptions, budgets, work plans, non-profit applications, local council policies, intergovernmental agreements, organizational charts, and program policies, when requested.

- b. DCA will provide unlimited telephone consultations and virtual meetings with the local city council, city administrator, start-up program staff, city attorney, etc., as needed.
- c. DCA will assist the Community as needed in selecting staff to lead the Start-Up program and future Main Street Program, including application review and final-stage interviews when possible.
- d. DCA will assist the Community in selecting and reviewing individuals to serve on the board of directors as needed.

Section 2.03 Provides best practices and standardized resources for the Start-Up communities to ensure they are meeting the standards required to become an accredited Main Street community.

- a. DCA will provide the local program with the following templates and forms for use if requested: monthly economic activity reporting system, work plan template, board roster template, training log template, budget template, Board Member service agreements, and program accreditation form.
- b. DCA will provide access to Main Street network best practices, including job descriptions, board member descriptions, work plans, budgets, local policies, downtown ordinances, grant program outlines/applications, and promotional ideas.

Section 2.04 Provide the Community with one site visit during the first Start-Up year.

- a. The site visit will be for DCA staff to meet with your Board of Directors and staff to ensure that the program is on track to meet the standards for program designation/accreditation.
- b. A list of all individuals attending these visits from the Community **must** be made available to DCA at least one week prior to the scheduled visit, as well as a copy of the agenda and location of the meeting.

Section 2.05 Provides networking opportunities for all Start-Up communities among the Georgia Main Street Network as a whole.

- a. DCA will invite the Community to the closed Georgia Main Street Managers Facebook group to allow member communities of this class to ask questions of DCA and each other to establish a strong link of communication and networking.
- b. DCA will work with the Georgia Downtown Association to provide peer-to-peer mentoring, when possible, through the GDA Mentoring program.
- c. DCA will provide quarterly Start-Up program calls.

Section 2.06 Provide project-specific technical assistance as needed.

- a. DCA will work with the Community to provide technical assistance for specific downtown projects utilizing a variety of agency resources and staff.
- b. The Community should contact the Office of Downtown Development with specific project needs prior to beginning the project.
- c. Examples of assistance include financial review and options, community visioning, training or program explanation, community conference calls, and/or programming vetting.

Section 2.07 Program designation.

- a. Communities in the Start-Up program that adhere to the training schedule, provide timely reporting, and meet all six National Standards for Accreditation will be eligible for designation as a Georgia Affiliate or Classic Main Street Community for 2026.
- b. Communities that do not meet the standards after one year will be given one additional year to meet the targets. If the Community fails to meet the target in the second year, it will be removed from the Start-Up Program and will be ineligible to reapply for 5 years.
- c. Programs that are deemed eligible by the Georgia Office of Downtown Development and meet National Standards for Accreditation will be qualified for recommendation to the National Main Street Center.

GEORGIA MAIN STREET START-UP PROGRAM
MEMORANDUM OF UNDERSTANDING:
2024-2025 Program Cycle

THIS AGREEMENT IS HEREBY EXECUTED BY AND BETWEEN THE PARTIES BELOW:

LOCAL GOVERNMENT (COMMUNITY/DISTRICT): Kennesaw

Authorized City Representative (ARC) Signature

Date

Printed Name

Title



Board Chair Signature

03 JUN 2024

Date

CDEREK EASTERLING

Printed Name

04 JAN '2028

Term Expiration

Main Street Staff Signature

Date

Printed Name

Hire Date

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
OFFICE OF DOWNTOWN DEVELOPMENT
GEORGIA MAIN STREET PROGRAM

Director's Signature
Jessica Worthington,
Director, Office of Downtown Development
Georgia Department of Community Affairs
60 Executive Park South, NE
Atlanta, Georgia 30329

Date

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