MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
July 12, 2024
7:30 AM

Present	Chair Mark Allen Vice Chair David Lyons Treasurer Leslie Patton Secretary Mary Jo Groeneveld Lexie Newhouse Ian Coats

1. Call to Order / Roll Call

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

Members Present: Mark Allen, Ian Coats, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, Leslie Patton
Staff Present: Luke Howe, Miranda Taylor, Fred Bentley, Jr.

2. Approval of the Meeting Minutes

A. Draft minutes 6.14.24 meeting

Draft minutes from the June 14 meeting were reviewed. David Lyons made a motion to approve the minutes as presented. The motion was seconded by Mary Jo Groeneveld. Motion passed unanimously.

3. Financial Report

A. Review of financial report as of 6.30.24

Leslie Patton presented the financial report as of June 30, 2024, with an ending cash balance of $92,819.24. David Lyons made a motion to approve the financial report; the motion was seconded by Leslie Patton. Motion passed with a vote of 6-0.

B. Review of open invoices

There were no open invoices for review at this meeting; no action was required on this item.

4. Old Business

A. Drinks @ The Depot Festival Discussion - Event and Contract review

Mark Allen discussed the event with the board and advised that all the food truck spots are now filled. Mary Jo Groeneveld has secured several sponsors and vendors, including the stage sponsor. Mark will share the event logo and graphics with the board as soon as they are available.

The board reviewed the draft event contract, with red-lined changes highlighted. Most changes are updating the document with current year, event name, and venue. Exhibit "A" will be updated to show a current aerial view of Depot Park, and event entrance and fencing locations will be added after Mark has a logistics walk-through with the vendor. The board updated item 3 on Exhibit "B" to state that a minimum of 100 beverage options will be available, and to request a pour list for review by September 1.

David Lyons made a motion to approve the contract with the red-lined changes. Ian Coats seconded the motion. The motion passed unanimously.

5. New Business

A. CBD Project Application: 3033 & 3045 Cherokee Street

This item was taken out of order following the Executive Session; discussion began at 7:43 am.

Darryl Simmons, Planning & Zoning Administrator, provided an overview of the project application for the parcels located at 3033 and 3045 Cherokee Street, and introduced the applicants: Jason Scheidt (Project Designer) and Jason Kisz (Developer for the project). Darryl noted that the application was heard by HPC in June and was approved based on the elements required for review by that board.

Jason Scheidt reviewed the project outline and business plan with the board. The concept is a mixed-use project with 2 retail/commercial spaces at the front (along Cherokee Street) and 31 for-sale residential units (with a mix of townhomes and stacked flat condos). The applicants acknowledged that this area is in a critical gateway area for downtown and as such they desire to activate the area to make a strong gateway statement. The proposed retail/commercial area will anchor the front corner of the development and include an outdoor plaza area. The board inquired about the project's timeline, and Mr. Scheidt and Mr. Kisz advised that the project would be built from back to front, but shared that they already have strong interest in the commercial opportunities and have no concerns about their viability. The board asked about the target prices for the residential units; the applicant advised that the stacked flats would be in the mid-300's and the townhomes are not expected to go over the 500's. The applicants stated that they have all of their plans completed and are ready to start/submit construction plans as soon as all CBD project approvals and zoning approvals are completed.

Darryl advised the board that one fo the parcels currently has a residential zoning (not CBD) and that parcel is being rezoned to CBD on the same timeline as the CBD application being considered today. The older residential home also received a Certificate of Appropriateness for demolition from HPC in June.

Ian Coats made a motion to approve the CBD application as presented. Lexie Newhouse seconded the motion. The motion passed unanimously.

B. First Friday Amphitheater logistics

Board member David Lyons had requested that the board discuss upcoming First Friday concerts and the logistics of moving the concerts to the Amphitheater. Mark Allen advised the board that the leadership team of the Downtown Merchants Association (KDMA) will be meeting with City leadership on Monday to discuss this topic and therefore would have no information to share at today's KDDA meeting. Mark advised that he would provide the board with an update via email on the logistics for the remaining concerts following the KDMA/City meeting on Monday. There is no action required on this item today.

C. Review of grant application received by 1885 Grill

The board discussed the flex grant application submitted by 1885 Grill Kennesaw. This grant allocation was previously awarded to Bernardo's, but they closed before requesting the grant funds. At a previous meeting the board voted to invite 1885, the new owners/occupants in the former Bernardo's space, to apply for the unused grant funds. The board agreed that the project met the requirements of the grant guidelines. David Lyons made a motion to approve the grant application as submitted. Mary Jo Groeneveld seconded the motion. The motion passed unanimously, 6-0.

6. Main Street Program Updates

A. Review of Main Street assessment: standard #6

Miranda Taylor reviewed Standard #6 of the Main Street self-assessment tool with the board. Mark Allen reminded the board that he had challenged them to think about projects that KDDA could sponsor/implement in the downtown area to help support our Main Street efforts and asked that the board still consider bringing options to the group for discussion. This item was informational only, and no action was required at today's meeting.

7. Public Comments

No public comment.

8. Board Comments

David Lyons offered kudos to Mary Jo re: the farmers market and Drinks at the Depot sponsors and thanked her for the work on both. He also offered thanks to Lexie for the support that she and her fiancé, Donovan, provided to the market.

Mary Jo Groeneveld stated that she loves all the new development that we have reviewed and approved but is concerned about the traffic; does the city have a plan to address the added traffic? Staff reminded the board that the Cherokee Street widening project would be bid out and started later this year and that the Sardis Street extension/overpass is on the horizon. Both will help address traffic within and around the downtown.

9. Economic Development Director Comments

Luke Howe provided updates on the following projects/properties:

- Highpoint development on South Main Street (The Lacy) and a potential phase 2 of this project
- Commercial spaces adjacent to the South Main Highpoint development (currently named "The Station at South Main")
- Collier Building (North Main Street; former hardware store)
- Dale Hughes's Main Street parcels (formerly the By-Gone Treasures block)
- Cherkokee Street/East Park development (remaining parcels)

10. Executive Session

This item was taken out of order, following the Call to Order at 7:31 am.

Mary Jo Groeneveld made the following motion: That this Authority now enter into closed session as allowed by O.C.G.A. §50-14-3 and pursuant to advice by the City Attorney, for the purpose of discussing: legal. The motion was seconded by David Lyons. The motion passed with a vote of 6-0. The board entered closed session at 7:31 am.

The board exited closed session at 7:41 am. Mary Jo Groeneveld made the following motion: That this body, in open session, adopt a resolution authorizing and directing the presiding officer to execute an affidavit in compliance with O.C.G.A. §50-14-4, and that this body ratifies the actions of the KDDA taken in closed session and confirm that the subject matter(s) of the closed session were within exceptions permitted by the open meetings law. David Lyons seconded the motion. The motion passed with a vote of 6-0.

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

With no further business to discuss, Mary Jo Groeneveld made a motion to adjourn and was seconded by Lexie Newhouse. The motion passed unanimously. The meeting was adjourned at 8:48 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.