



Authority Members

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

**Kennesaw Downtown Development Authority
Meeting Agenda
March 14, 2025 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 - 2.14.25 meeting
- 3. Financial Report**
 - A. Financial Report as of 2.28.25
 - B. Review open invoices
- 4. Old Business**
 - A. Discussion only: Update on status of Lacy Phase 2 project (South Main).
- 5. New Business**
 - A. Discussion of RFP response for Drinks at the Depot event
- 6. Main Street Program Updates**
 - A. Completed Placemaking Projects
- 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)
February 14, 2025
7:30 AM

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

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

KDDA members present: Mark Allen, David Lyons, Lexie Newhouse, Mary Jo Groeneveld, Leslie Patton

KDDA members absent: Ian Coats, Nimesh Patel

Staff members present: Luke Howe, Miranda Taylor

2. Approval of the Meeting Minutes

A. Draft minutes 12.13.24 meeting

The board reviewed draft minutes from the 12.13.25 meeting. David Lyons noted one change to the minutes; item 5A. references minimum square footage of residential units and should read 1000-1200 instead of 100-1200. David Lyons made a motion to approve the minutes with the stated change. Mary Jo Groeneveld seconded the motion, and the motion passed unanimously.

3. Financial Report

A. Financial Report as of 12.31.24

Leslie Patton presented the financial report as of 12.31.24 with an ending cash balance of \$101,939.66. David Lyons made a motion to approve the financial report as presented; seconded by Lexie Newhouse. The motion passed unanimously.

B. Financial Report as of 01.31.25

Leslie Patton presented the financial report as of 01.31.25 with an ending cash balance of \$104,835.90. David Lyons made a motion to approve the financial report as presented. The motion was seconded by Mary Jo Groeneveld and passed unanimously.

C. Review of open invoices

The board reviewed one open legal invoice. David Lyons made a motion to approve payment of the invoice as presented. Lexie Newhouse seconded the motion. The

motion passed 5-0.

4. Old Business

5. New Business

A. CBD Application: 2615 & 2681 S. Main Street

This item was taken out of order, following the Call to Order, out of respect for the applicant's time. Elliot Van Dyke presented the CBD project application for 2615 & 2681 South Main Street on behalf of Highpoint, which is a Phase 2 of their development across the street at The Lacy. Before presenting the details of the CBD application, he provided an updated on the leasing rates for commercial and residential spaces at The Lacy and asked Robert Trim to provide an update on the recruitment efforts for the commercial outparcel. Elliot then provided an overview of the site plan for the Phase 2 project. Site challenges (topography), land costs, & supply costs drive the need for density to make the math work for this project. Highpoint plans to add infrastructure to increase pedestrian connectivity, including a new 5-foot sidewalk leading into downtown. Their development timeline anticipates breaking ground on this project between December 2025 and February 2026. Elliot reviewed the business plan with the board.

David Lyons made a motion to approve the CBD project application as presented. Lexie Newhouse seconded the motion. The motion passed unanimously.

B. 2025 KDDA Officer Elections

The board discussed officer roles and reviewed the slate of officers currently serving. All of those currently serving agreed to continue. David Lyons made a motion to approve the current slate of officers to continue serving in 2025. Lexie Newhouse seconded the motion. The motion passed 5-0.

C. 2025 Farmers Market Planning

Miranda Taylor updated the board on Farmers Market planning and reviewed the recommended fee structure and application timeline included in the agenda item report. The board discussed bringing a couple of their tables and some chairs out to provide a place for market shoppers to sit if they want to enjoy the prepared foods they purchase. The board also discussed parking and Mark Allen offered to allow market patrons to park at Lazy Guy since the distillery is not open on Mondays. David Lyons made a motion to approve the fee structure and market season dates that were presented. Leslie Patton seconded the motion. The motion passed unanimously.

D. 2025 First Friday Planning

This item was taken out of order, following item 5A, in respect to the presenter's time. KDMA leadership team members Robert Trim, Rylie Lane, and Lauren Rodgers attended the meeting. Miranda Taylor reviewed the information from the agenda item report with the board, summarizing the request for KDDA partnership on the 2025 First Friday season and the request for the season to run April - October (skipping July). Robert Trim presented information about the work KDMA is doing to plan for the event, including recruiting a non-musical act for the May First Friday to minimize any conflict

with the Kennesaw Concert Series event on May 3. KDDA member and KDMA leadership feel that the plaza is a better venue for the event, based on the stated goal of increasing the customer base and encouraging more engagement with downtown merchants. KDMA is also working to increase communications with their members to be more effective.

David Lyons made a motion to approve the KDDA's partnership for 2025 with KDMA and was seconded by Mary Jo Groeneveld. The motion passed unanimously.

6. Main Street Program Updates

A. 2025 Downtown Events

Miranda reminded the board that all the city's events for 2025 can be found in the calendar section of the website. Events hosted by KDDA/Economic Development include Farmers Market, First Friday, and Candy Crawl. Staff is also working on a couple of pop-up events; details to be announced soon.

B. Discussion of possible beautification/other projects

Miranda reported to the board that the lighting project at the Main Street Plaza is still happening. We are working on installing the required power boxes needed for the lighting. Once that is complete, the selected vendor will get the lights installed. Due to time constraints, the board did not discuss any other project proposals.

7. Public Comments

Tracey Viars commented on the downtown business owner mixer that was hosted earlier this month by Economic Development, and suggested that it would be a good idea to follow-up with those who couldn't attend and share the presentation slides from the meeting.

8. Board Comments

David Lyons inquired about the status of the benches being replaced downtown. Staff advised that most (if not all) of the wooden benches have now been replaced with the black metal benches.

Mark Allen reminded board members of the importance of meeting attendance.

9. Economic Development Director Comments

Luke Howe gave a brief update on the status of the 3-story building at Lewis/Main Street and the Everyday People Group projects. The board engaged in a short discussion of the status of retail/commercial recruitment and the current economic factors impacting new commercial development. Luke indicated that staff would work on creating some fact sheets to help KDDA members speak about the state of development and timing of construction.

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

With no further business, Lexie Newhouse made a motion to adjourn, seconded by Leslie Patton. Motion approved 5-0. Meeting adjourned at 9:08 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 February 28, 2025

Beginning Cash	\$ 104,835.90
Cash Receipts:	
Interest Earned	92.32
Interest Earned	90.57
Main Street Burger	2,409.30
L & B Brands	377.19
1887 Grill	378.49
KDMA Inc	<u>1,200.00</u>
Total Cash Receipts	<u>4,547.87</u>
Cash Disbursements:	
Kathryn Collier	742.63
Kathryn Collier	742.63
Bentley, Bentley, & Bentley	362.50
Republic Services of GA	<u>756.98</u>
Total Cash Disbursements	<u>2,604.74</u>
Ending Cash	<u><u>\$ 106,779.03</u></u>



City of Kennesaw

Balance Sheet

Account Summary

As Of 02/28/2025

Account	Name	Balance
Fund: 760 - KDDA FUND		
Assets		
760-0000-11-111200-00000	OPERATING ACCOUNT	106,779.03
760-0000-11-112100-00000	KDDA FACADE	3,683.31
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	753.30
Total Assets:		111,215.64
		111,215.64
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
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28
760-0000-13-521400-00000	F/B - UNRESTRICTED	96,759.41
Total Beginning Equity:		96,759.41
Total Revenue		20,445.62
Total Expense		8,989.39
Revenues Over/Under Expenses		11,456.23
Total Equity and Current Surplus (Deficit):		108,215.64
Total Liabilities, Equity and Current Surplus (Deficit):		111,215.64



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2024-2025 Period Ending: 02/28/2025

		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	0.00	0.00	3,000.00
760-0000-34-756600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	1,391.75	1,108.25
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	189.24	546.53	653.47
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	2,409.30	13,094.39	27,423.61
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	2,480.68	5,412.95	-5,387.95
Revenue Total:		51,243.00	51,243.00	5,079.22	20,445.62	30,797.38
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	362.50	1,716.48	13,283.52
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	756.98	2,905.01	-1,405.01
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	175.00	175.00	75.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	1,485.26	3,691.52	4,708.48
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	1.38	98.62
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	0.00	15,000.00
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	0.00	0.00	1,560.00
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	500.00	2,000.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
Expense Total:		51,243.00	51,243.00	2,779.74	8,989.39	42,253.61
Fund: 760 - KDDA FUND Surplus (Deficit):		0.00	0.00	2,299.48	11,456.23	
Total Surplus (Deficit):		0.00	0.00	2,299.48	11,456.23	

Income Statement

For Fiscal: 2024-2025 Period Ending: 02/28/2025

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	51,243.00	51,243.00	5,079.22	20,445.62	30,797.38
Expense	51,243.00	51,243.00	2,779.74	8,989.39	42,253.61
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	2,299.48	11,456.23	-11,456.23
Total Surplus (Deficit):	0.00	0.00	2,299.48	11,456.23	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	2,299.48	11,456.23	-11,456.23
Total Surplus (Deficit):	0.00	0.00	2,299.48	11,456.23	



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: March 14, 2025

TITLE: Discussion only: Update on status of Lacy Phase 2 project (South Main).

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: March 14, 2025
TITLE: Discussion of RFP response for Drinks at the Depot event

Summary:

The City Clerk's office sent the RFP packet for Drinks at the Depot event management services to 18 firms. We received two responses to the RFP, but one was disqualified due to not complying with the rules for submission (they submitted a response via email, rather than in a sealed envelope). KDDA members were provided the packet from the one qualified response to score and discuss at the 3.14.25 meeting.

Recommendation:

Fiscal Impact:

Attachments:

None



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: March 14, 2025
TITLE: Completed Placemaking Projects

Summary:

We are proud to announce that two placemaking projects were recently completed downtown: Storyboards and Plaza Lighting. Storyboards were installed in four locations (the Spring area behind City Hall, The Depot, Cemetery, and Commemorative Park) to highlight the city's history and historical figures. New lighting at the plaza came online March 3 and includes bistro-style string lights in the Main Street Plaza and additional lighting in the pedestrian underpass.

Recommendation:

Fiscal Impact:

Attachments:

1. Tunnel
2. Plaza2
3. Plaza1
4. Storyboard









KENNESAW SPRING

Due in part to its proximity to fresh spring water, the Kennesaw area of Kennesaw has a long history of settlement. Around the time of the American Revolution, the area served as a boundary between the Cherokee to the south and the Creek to the north. The discovery of gold in the Cherokee in the early nineteenth century brought the attention of white settlers. The Cobb County Land Lottery, which allotted land at the establishment of small farms, with the 1832 Cherokee were forced out of the area. The Creek and Cherokee were removed to Indian Territory (present-day Oklahoma) in 1838 while the Cherokee region's population increased along with white settlement. By the Civil War, Cobb County's population had swelled to 18,000 people, a quarter of which were enslaved people of African descent.

As a stop on the Western & Atlantic Railroad, this area was originally known as Big Shanty. In 1887, the local coal mine and the shacks built as the City of Kennesaw (named after the Kennesaw Mountain). Rural and agricultural well into the twentieth century, a modest downtown row of businesses included a bank and a city goods store. In the 1930s, the road through downtown Kennesaw was paved as part of the Dixie Highway. Settlement in the region increased significantly in the decades that followed. By the twenty-first century, the City of Kennesaw was a fully developed suburb of Atlanta encompassing 9.5 square miles. The city's population, which continues to grow and diversify, stood at 33,000 in 2020.

