

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.