

MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
May 9, 2025
7:30 AM

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

1. Call to Order / Roll Call

- a. Meeting called to order by Chairperson Mark Allen at 7:30am.
- b. Present: Mark Allen, Ian Coats, Lexie Newhouse, Mary Jo Groeneveld, David Lyons and Leslie Patton
- c. Absent: Nimesh Patel (Due to technical errors, Mr. Patel was unable to attend virtually.)
- d. Staff Present: Luke Howe and Tanyel Aviles

2. Approval of the Meeting Minutes

A. Draft meeting minutes - 4.11.25 meeting

1. Chairperson Allen calls for a motion to approve the Draft Meeting Minutes from 04.11.25.
2. Ian Coats motions to approve the meeting minutes as presented. David Lyons seconds the motion.
3. 4-0 in favor of approval. Leslie Patton abstains as she was absent for the 04.11.25 meeting. Motion passes.

3. Financial Report

A. Financial Report as of 4.30.25

1. Leslie Patton presents the financial report.
2. Chairperson Allen calls for a motion to approve the financial report as presented.
3. David Lyons motions to approve the financial report. Ian Coats seconds the motion.

4. All in favor, 5-0. The motion passes.

4. Old Business

None

5. New Business

A. Accept Conflict of Interest statement from Mark Allen

1. Chairperson Allen presents the acceptance of the conflict of interest statement from the Chair. The conflict of interest statement has already been signed and put into record. As he has financial conflict of interest in item B (CBD Project Application: Lazy Guy, 2690 Keene Street), Chairperson Allen asks for a motion to accept his conflict of interest statement.
2. Motion to accept Chairperson Allen's conflict of interest statement is made by Mary Jo Groeneveld. The motion is seconded by Lexie Newhouse. All in Favor, 5-0. The motion passes.
3. Chairperson Allen steps down from the dais and turns over his authority to David Lyons.

B. CBD Project Application: Lazy Guy; 2690 Keene Street

1. David Lyons introduces Item B - CBD Project Application: Lazy Guy; 2690 Keene Street, and gives the floor to Mark Allen to present.
2. Mark Allen explains that this is a CBD application for the expansion of Lazy Guy Distillery to 2690 Keene Street. He states the business has been in operation since 2013 in Kennesaw. They lease two locations within Kennesaw, and one location outside of Kennesaw. They have been working on acquiring property for several years, and have recently found a well-positioned lot within the city. They have now secured the property at 2690 Keene Street. It is a blank, pad-ready lot. They acquired the lot through a purchase on March 31, 2025. They plan to install a 7,000 square foot, purpose-built building from the ground up on the lot. They are trying to consolidate their locations into this single location. Eighty percent of the building will house production and storage, and the other twenty percent will be hospitality including an expanded tasting room and a full-service kitchen. Though they will provide food at this location, the main focus will remain cocktails. There will be three types of seating. There will be an outdoor, covered event space which will be temperature-controlled in the wintertime but open in the summertime utilizing roll-up doors. They will have outdoor seating known as "Kennesaw's Favorite Front Yard" that will be gravel and open to the atmosphere with fire pits. They will also have indoor seating.
3. Mark Allen then proceeds to explore the building concept. The original concept shows a production and hospitality floor on the main level, a second level of townhomes and a third level amenity deck. However, they have abandoned the second floor residential and third floor amenity deck. Those will not be built as

fortifying the building to support the weight of the residential is far too costly. Therefore, the only residential portion of the building will be directly over the hospitality area, and utilized as an owner's suite. This application will have to go back in front of Mayor and Council as a mixed-use application in about two months.

4. David Lyons asks what the intended facade material will be.
5. Mark Allen states that it will be brick over prefabricated metal on all four sides. He does not know what type of brick they will use or if they will paint the brick. They will further discuss the facade with the Historic Preservation Commission (HPC) as the property is flanked on three sides by historic properties. He would prefer to have a more industrial look on the top for the windows and may have a different color brick for the hospitality area to differentiate it from the production side. And it will have the pre-stated roll-up doors (much like Pisano's doors) on the hospitality side. The doors will be used for temperature control and easy ingress/egress.
6. Mary Jo Groeneveld asks what the capacity of the event space will be.
7. Mark Allen states the capacity will be approximately forty people.
8. David Lyons asks what they expect the capacity will be in the patio seating area.
9. Mark Allen states they expect an approximate capacity of fifty to sixty people. The area will have casual slingback chairs and metal tables. He also reminds the KDDA that the renderings will change slightly based off the previous conversation regarding changes to be made to the building.
10. Davis Lyons asks where the signage for the business will be.
11. Mark Allen states the signage will not be finalized until they receive the new renderings from the architect, and the application goes through the HPC. Though he has some ideas as to where signage may go, and states the signage will most likely be affixed to the building as opposed to a freestanding or marquee sign.
12. Lexie Newhouse asks for a potential timeline for their grand opening.
13. Mark Allen states that they acquired the property in March, and have already gone through the plan review committee. They are presenting this application to KDDA today, and will go to HPC in June and Mayor and Council in July. They are working on the architectural plan right now. He hopes that in four to six weeks they will have plans to send to general contractors for the bidding process. Within two to three weeks after that they hope to have bids back, and, within a couple of weeks of that, they will have finances in place. That is about ten weeks from today. They hope to break ground in July or August. He guesses the building would take eight to twelve months to erect. Once the building receives its certificate of occupancy, production will move in first, and then they will begin training hospitality staff as this move will add four jobs to the payroll. After training, the hospitality side will begin operations. They do have to be out of the Moon Station location by May 2027.
14. Ian Coats asks what hours they will be holding, whether they will be serving food the whole time and whether they will be considering opening for lunch hours.
15. Mark Allen states the hours they will be in operation, that they will be serving food during operating hours and that they will not immediately be open for lunch.

However, if the market demands it, he will consider it.

16. David Lyons asks if the driveway into a neighboring property has been approved yet.
17. Mark Allen states that the drive goes to 22One Realty. He states he is going to make a mutually beneficial proposition to 22One Realty for the use of their parking area for overflow parking in exchange for an easement through Lazy Guy's property.
18. David Lyons asks how the dumpster area will be screened.
19. Mark Allen states the dumpster area will most likely be moved slightly, but they must have a shrouded dumpster that will be hidden from view.
20. David Lyons asks if there will be a landscaping plan.
21. Mark Allen states that there will be a landscaping plan in the architect's package. He supposes there may be low-level trees and bushes incorporated into the plan. They may also need to do another impervious surface study as the building is larger than proposed in the first study. The original plot was 5,000 square feet. As they have gone up in square footage, another study may need to be done.
22. David Lyons asks what the elevation will be.
23. Mark Allen states the residential portion will be slightly higher than the production side. The production area is approximately fifteen-foot total height, and the hospitality side would be about twelve feet in height with another eleven feet on top of that. The hospitality said with the owner's suite would be approximately twenty-three feet in height, whereas the production area would only be fifteen feet in height. He doesn't expect much required grading, however, as it is a relatively flat lot.
24. David Lyons asks if it is possible to have an amenity deck on the production side of the building.
25. Mark Allen states that it is possible. However, the building would need to be fortified, and the cost is exponential.
26. Ian Coats asks if it's possible to take a phased approach.
27. Mark Allen states the building would have to be fortified when it is built, and there would still be an upfront cost.
28. Mark Allen states that the ask today is merely an approval of the concept with the understanding that the residential will not be happening.
29. David Lyons asks if there will be a financial request of the KDDA.
30. Mark Allen states that yes he plans to return and apply for the KDDA Flex Grant to supply kitchen equipment.
31. Mary Jo Groeneveld asks if Mr. Allen plans on living in the owner's suite.
32. He states yes, that is his intention.
33. David Lyons calls for a motion to approve the concept for Lazy Guy at 2690 Keene Street.
34. Ian Coats motions to approve the concept as presented. Leslie Patton seconds the motion. All in Favor, 4-0. Motion Passes.

C. Consideration of purchase of new folding chairs

1. Chairperson Mark Allen returns to the dais, and David Lyons cedes his authority

back to Mark Allen.

2. Chairperson Mark Allen introduces Item C: Consideration of purchase of new folding chairs. He states that the chairs are in exceptionally bad shape and have been used excessively. He states the cost would be approximately \$1900 for one hundred chairs, two dollies to help move them and security straps. They would be exclusively for KDDA use with the exception of the Kennesaw Downtown Merchants Association (KDMA) uses.
3. Mary Jo Groeneveld asks if the old chairs will be disposed of.
4. Mark Allen states that they are the property of the City of Kennesaw, and they cannot dispose of them. However, the old chairs will need to be moved and stored elsewhere.
5. David Lyons wants to confirm the rolling dollies will fit in the storage area.
6. Mark Allen confirms they will.
7. Ian Coats suggests alternative chairs that may be able to go on the amphitheater turf.
8. Tracy Viars, Councilwoman, states that no chair other than lawn chairs are allowed on the turf.
9. Mary Jo Groeneveld asks if the chairs have a weight limit.
10. Mark Allen states they have a weight limit of 650 pounds. He also states he would like a security cable with a lock to go on the chairs to prevent disappearances and ill-use.
11. David Lyons states that they will need to increase the number of chairs to 120 chairs. But they would like the dollies with the security straps and some sort of locking mechanism. Mr. Lyons motions to that point. Ian Coats Seconds the motion. All in Favor, 5-0. Motion Passes.

6. Main Street Program Updates

None

7. Public Comments

1. Tracy Viars comments on the Farmer's Market.
2. Donovan Giardina spoke briefly on the Farmer's Market and some of its challenges. There is concern about parking, scheduling, and resale vendors having similar products to local vendors.
3. There is a discussion on Farmer's Market parking options. Mark Allen requests two more signs for his property to promote parking there.

8. Board Comments

- David Lyons states that the June meeting will most likely be his last meeting as he is moving.
- There is concern about the empty position, and the KDDA would like to fill the position as soon as possible.

- The City of Kennesaw and the KDDA thank David Lyons for his service.

9. Economic Development Director Comments

None

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

Meeting adjourned at 8:22am.

- 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.

[MIN_SIGNATURES]

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