

**MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
November 14, 2025
7:30 AM**

Present Chair Mark Allen
 Vice Chair Ian Coats
 Treasurer Leslie Patton
 Lexie Newhouse
 Nimesh Patel
 Doug Edwards

1. Call to Order / Roll Call

The meeting was called to order at 7:30 am by Chair, Mark Allen.
KDDA members present: Mark Allen, Doug Edwards, Lexie Newhouse, Ian Coats, Nimesh Patel, Leslie Patton
KDDA members absent: Mary Jo Groeneveld
Staff members present: Luke Howe, Miranda Taylor

2. Approval of the Meeting Minutes

A. Draft minutes: 10.10.25 Meeting

The board reviewed draft minutes from the October 10 meeting. Lexie Newhouse made a motion to approve the minutes as presented. Nimesh Patel seconded the motion. The motion passed with a vote of 6-0.

3. Financial Report

A. KDDA Financial Report as of 10.31.25

Leslie Patton presented the financial report as of 10.21.25 with an ending cash balance of \$114,287.16. Ian Coats made a motion to approve the financial report as presented; Doug Edwards seconded the motion. The motion passed with a vote of 6-0.

B. Review of open invoices

The board reviewed two open legal invoices. Nimesh Patel made a motion to approve the invoices. Lexie Newhouse seconded the motion. The motion passed 6-0.

4. Old Business

5. New Business

A. Flex Grant Application: 2991 Cherokee Street

Luke Howe provided an overview of the flex grant request submitted by Smash Hit Burgers. The requested grant funds will assist with installation of an upgraded grease trap that is a requirement from Cobb Water. Luke proposed that the grant be paid in 2 installments to better align with KDDA's cash flow, considering that KDDA will receive

additional revenue in early 2026 from the upcoming bond closing. Luke shared with the board that grease traps are often one of the things that slow down new projects; this is a way that we can provide assistance to help our businesses move forward. The board discussed the grant application and asked about clawback provisions. There are no specific clawback provisions since this is a permanent infrastructure improvement. If the business moves out after we provide the grant funding, we will still have the improved infrastructure. Ian Coats made a motion to approve the flex grant application. Lexie Newhouse seconded the motion. The motion passed with a vote of 6-0.

6. Main Street Program Updates

Miranda Taylor provided the following updates regarding the Main Street program:

- The Kennesaw Holiday Market is TODAY (11/14) from 6-8 pm and tomorrow, 11/15 from 10a-6p at the Ben Robertson Community Center. We were able to expand the market this year and have 49 confirmed vendors attending. Tonight's market will have a "Sip & Shop" atmosphere with live music, free refreshments, and warm cider.
- Reformation Brewing has a groundbreaking for their Kennesaw location planned for tomorrow, 11/15 at 1pm on the site of their future building (corner of J.O. Stephenson and Main). KDDA members are invited to attend to celebrate Reformation's announcement of their Kennesaw brewery.
- Each KDDA member is required to log 2 training hours on downtown/economic development topics each year. The Georgia Main Street website has a robust list of webinars that will meet the training hours and can be completed any time. Please send Miranda an email with your training hours before the end of the year, as this is required for our Main Street Assessment.

7. Public Comments

No public comments were offered.

8. Board Comments

Lexie Newhouse shared her thanks to Miranda Taylor and Tanyel Aviles for the Candy Crawl event on 10/25. It was a fun event that was well attended!

Mark Allen shared that several board members have terms that will expire in December, and requested that those with expiring terms please let Miranda know if you are willing to continue to serve another term.

9. Economic Development Director Comments

A. Discussion of Placer.ai program subscription

This item is for discussion only. Miranda Taylor provided an overview of the proposal received from Placer.ai. This is a program that the city is considering a subscription to that would provide robust data that we can use for improved marketing & communication, business recruitment, support of existing businesses, and event planning. Several cities in Georgia use Placer and have found it to be a valuable resource. Ian Coats suggested if we move forward with procuring a Placer subscription

that we plan to have a quarterly report review with KDDA so that the board can review relevant data and find ways to use it to support our goals for downtown. Nimesh Patel suggested asking Placer if we can have a 30/60/90 day free look/trial period, as many services like this will offer a free trial to allow you to be sure it meets your needs before committing.

Miranda Taylor advised the board that there is no funding request for the board at this time, but that we may bring a request to the board to help fund the subscription in the future. We are currently outlining how different departments in the city may use the program and what cost allocation would make sense given each department's use.

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, the chair called for a motion to adjourn. Leslie Patton made the motion and was seconded by Lexie Newhouse. The motion passed 6-0 and the meeting adjourned at 8:05 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.

[MIN_SIGNATURES]