

**MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING  
CITY OF KENNESAW  
Council Chambers  
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)  
February 13, 2026  
7:30 AM**

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

**1. Call to Order / Roll Call**

The meeting was called to order at 7:31 am by Chair Mark Allen.

KDDA members present: Mark Allen, Mary Jo Groeneveld, Doug Edwards, Ian Coats, Lexie Newhouse, Leslie Patton

KDDA members absent: Nimesh Patel

Staff members present: Miranda Taylor, Luke Howe

**2. Approval of the Meeting Minutes**

A. Draft meeting minutes — 01.09.26

The board reviewed meeting minutes from the January 9, 2026 meeting. Ian Coats made a motion to approve the minutes as presented. Lexie Newhouse seconded the motion and the motion passed unanimously.

**3. Financial Report**

A. KDDA Financial Report as of 1.31.26

Leslie Patton presented the financial report with an ending cash balance of \$122,776.50. Lexie Newhouse made a motion to approve the financial report as presented. Leslie Patton seconded the motion. The motion passed unanimously.

**4. Old Business**

A. Request for bond closing extension for Lacy Phase 2

Highpoint representatives presented an update on the Lacy Phase 2 development, including the approved site plan and updated renderings. They anticipate closing on the property in early April; they're currently working on permit documents in order to be shovel-ready at closing. The April closing date necessitates the request for the extension to bond closing documents, as the original inducement required bond closing to occur in March. Fred Bentley reviewed the First Amendment to Letter of Intent and Inducement Agreement with the board and discussed the bond validation process. Ian Coats made a motion to approve the agreement and authorize the Chair and Secretary to sign the documents as required. Lexie Newhouse seconded the motion. The motion

was approved unanimously.

## **5. New Business**

### **A. KSU Student Project: Integrated Marketing and Communications Plan**

Anthony Martinez, KSU marketing professor, presented the project overview to the board for a student capstone project as outlined in the agenda packet. The goal is to give students a chance to get "practical practice" with marketing for a real-world client. Students are juniors and seniors and will be divided into groups so that they will present 3–4 plans to the KDDA on how to strengthen and increase daily visitation in downtown. Anthony will follow up with additional information as the students begin their research and work on the project, and will provide dates for presentation of the final projects. There is no ask of the board today; this item was for discussion/presentation only.

### **B. Consideration for scheduling a Special Called KDDA meeting in March 2026**

Due to a previously submitted Conflict of Interest letter, Chair Mark Allen left the dais for this item and Vice-Chair Ian Coats presided over the meeting. Fred Bentley, Jr. explained the protocol for advertising a conflict of interest letter for items directly impacting current board members, and advised the board that they will have an agenda item for consideration at the March 2026 meeting that requires legal advertisement for a conflict of interest. In order to meet the legal ad requirements, the board will need to meet on March 20, rather than the regularly scheduled meeting date of March 13. Fred suggested the board consider moving all business from the regularly scheduled March 13 meeting to a Special Called Meeting to be held on March 20, 2026. Vice-Chair Ian Coats called for a motion. Leslie Patton made a motion that the board schedule a Special Called Meeting on March 20, 2026 at 7:30 am and move all regular business to the Special Called Meeting agenda (thereby canceling the March 13 meeting). Lexie Newhouse seconded the motion. The motion passed with a vote of 5-0 (Allen was not present for the vote on this item).

Following the vote on this item, Chair Mark Allen returned to the dais and Vice-Chair Ian Coats turned the gavel back over to the Chair.

### **C. Review proposal for marketing/promotional items for Farmers Market**

Miranda Taylor presented information on the updated logo for the Farmers Market and a request for funding to provide marketing and promotional materials, as outlined in the agenda report. Miranda reminded the board that in previous years they have paid for a portable restroom for the market, which will not be required this year as the market will be located at Depot Park (and there are permanent public restroom facilities in Depot Park). The funding request for this item is not more than the board has spent on the portable restroom in prior years. Lexie Newhouse clarified that the event banners would specify "Depot Park" rather than just "Downtown Kennesaw" as shown on the mock-up, and suggested tying the tote bag giveaway to a short survey on downtown amenities (through a QR code or other easily accessible method). Lexie Newhouse made a motion to approve the funding request as presented. Ian Coats seconded the motion. The motion passed with a vote of 6-0.

## **6. Main Street Program Updates**

### **A. Update on annual assessment and accreditation**

Miranda Taylor updated the board on the status of our annual assessment for Main Street. Georgia Main Street staff plans to recommend us for full accreditation as a Classic Main Street program based on our most recent annual assessment. Miranda will have to do a virtual presentation for Georgia Main Street staff, and the board is invited to attend and participate. Miranda will share details for the presentation when it is scheduled. No action required on this agenda item.

### **B. Event Reminder: Mardi Gras pop-up celebration on Tuesday, Feb 17, 5:30-7:30 pm in the Main Street Plaza**

Staff reminded the board of the upcoming Mardi Gras celebration on Tuesday, February 17 in the Main Street Plaza. No action is required on this item; the item is for informational purposes only.

## **7. Public Comments**

Robert Trim updated the board on The Station at South Main. His group held an investors meeting on Feb 12, and reviewed confirmation of 3 tenants for the development. They are still working on commitments for 2 more spaces. They will have public announcements soon and will be starting on the first 2 parcels in the coming months.

Tracey Viars commented on the proposed KSU project, and stated that it would be beneficial to ask the students to do their final presentations at a KDDA meeting to give them additional real world experience in presenting to a client in a board meeting setting. Tracey also reminded the board that KDMA is gearing up for another season of First Friday and they appreciate the continued support of the KDDA in presenting these events. In addition, several KDMA members have planned a pub crawl in April, and she's excited to see the businesses working together to attract people to downtown.

## **8. Board Comments**

Mark Allen stated that he is working on some additional information for the business road map that was discussed at the last meeting and will continue to work on this resource.

Lexie Newhouse had proposed an idea of a "test run" review with Cobb Fire for businesses to see if they could get feedback prior to an official review of plans for the CO/Business License. Cobb Fire will not do an in-person/non-punitive review, but they will offer a free scheduled consultation for those with pending business license applications. The board discussed how to get this information to the businesses and how to ensure that Tanyel Aviles is receiving all new license applications so that she can let people know that this resource exists.

Ian Coats offered congratulations to Lexie Newhouse on her recent wedding!

## **9. Economic Development Director Comments**

Luke Howe updated the board on the following projects:

- Kennesaw Square - incentive proposal has been sent to the developer for review; they plan to start on the project later this year.
- 2881 N. Main - staff is meeting with prospective users who have submitted LOIs.
- Reformation — preliminary plans have been circulated; the goal is to wrap up plan review by the end of the quarter. The board asked to place an Old Business item on the next agenda to get an update on the status of the Reformation block.
- The Lacy — they are making progress on the in-line commercial spaces.

## 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. Lexie Newhouse made a motion to adjourn; seconded by Leslie Patton. The motion passed unanimously. The meeting adjourned at 8:19 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]