MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
August 11, 2023
7:30 AM

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

1. Call to Order / Roll Call

Meeting called to order at 7:30 am by Chair Mark Allen.
Members present: Mark Allen, David Lyons, Lexie Newhouse, Nimesh Patel, Ian Coats, Mary Jo Groeneveld, Leslie Steinle (joined at 7:35 am)
Staff present: Luke Howe, Miranda Taylor, Fred Bentley, Jr.; Councilmember Tracey Viars

8. Executive Session

David Lyons made the following motion: That this Authority now enter into closed session as allowed by O.C.G.A. §50-14-3 and pursuant to advice by the City Attorney, for the purpose of discussing Legal. Seconded by Ian Coats. Those voting in favor: Mark Allen, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, Leslie Patton, Ian Coats, and Nimesh Patel. Those opposed none. The motion passed unanimously. The KDDA entered closed session at 7:31 am.

David Lyons made the following motion: That this body, in open session, adopt a resolution authorizing and directing the presiding officer to execute an affidavit in compliance with O.C.G.A. §50-14-4, and that this body ratifies the actions of the KDDA taken in closed session and confirm that the subject matter(s) of the closed session were within the exceptions permitted by the open meetings law. Seconded by Ian Coats. Those voting in favor: Mark Allen, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, Leslie Patton, Ian Coats, and Nimesh Patel. Those opposed: None. The motion passed unanimously, 7-0. The KDDA exited closed session at 7:52 am.

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).

2. Approval of the Meeting Minutes

A. Approval of Draft minutes 7.14.23

The board reviewed the draft minutes from the July 14, 2023 meeting. Nimesh Patel made a motion to approve as presented. Lexie Newhouse seconded the motion. Motion approved unanimously, 7-0.

B. Approval of Executive Session Minutes 7.14.23

The board reviewed draft minutes from the Executive Session on July 14, 2023. Leslie Steinle made a motion to approve as presented. David Lyons seconded the motion. Motion passed unanimously.

3. Financial Report

A. Financial Report as of 7.31.23

Leslie Steinle presented the financial report as of July 31, 2023 with an ending cash balance of $79,635.38. David Lyons made a motion to approve the financial report as presented. Lexie Newhouse seconded the motion. Motion passed unanimously.

B. Approval of Bentley Invoices

The board reviewed the invoices submitted for legal services in July. David Lyons made a motion to approve the invoices. Nimesh Patel seconded the motion. Motion passed unanimously.

4. Old Business

A. Farmers Market Update

Mary Jo Groeneveld provided an update on the market. She shared that Miranda had been able to recruit and schedule several new farm/produce vendors which has helped the foot traffic at the market. There are now 7 vendors with fresh produce and/or farm goods (meat, honey, etc). The vendors all seem pleased with the operation of the market.
Mark Allen thanked Mary Jo for the update and requested that the item drop off the agenda next month unless there are critical updates/issues.

5. New Business

6. Public Comment

Councilmember Tracey Viars thanked the board for their work and support of the Farmers Market and First Friday concerts. She noted that both events have been well attended.

7. Board & Staff Comment

Leslie Steinle inquired about the progress of rebranding the Beer & Wine Festival. The board had agreed to brainstorm ideas for a festival name/focus but no decisions have been made. The board discussed the concept again of the Mimosa Festival as proposed by Atlanta Beer Festival management. The board would still like to host an event that is more broadly focused but are having trouble articulating a name. Miranda Taylor suggested that the board consider hosting the event using the Mimosa Festival concept in 2024 and then review the event performance before changing to something totally different that ABF management has never done. The board agreed this was an acceptable compromise. The board also stated they would like to have both printed and digital marketing materials in hand 90 days prior to the event to help with promotion. Mark Allen will reach out to Mike with ABF and get things started for 2024.

Mark Allen asked Miranda Taylor to provide an update on the Holiday Market. Miranda stated that she is expecting quotes by EOD today on decorations for the event, and she is working to secure catering for the VIP event. Vendor outreach & recruitment is also starting.

Luke Howe provided updates to the board on the following projects: Devin's Shire, the Martha Moore site, and the old hardware store on Main Street.

A. Downtown Event Signage Proposal

Ian Coats provided an update on his meeting with the sign contractor. They discussed options for a sign that could be used for special events (removable, not permanent) that would be branded for downtown and highlight the different events. The sign company agreed to prepare a proposal/drawings based on the conversation but it was not ready for today's meeting. Ian will follow-up again and keep this initiative moving.

9. Adjourn

With no further business to discuss, David Lyons made a motion to adjourn. Motion was seconded by Ian Coats and passed unanimously. Meeting adjourned at 8:27 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.