MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
July 14, 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 was called to order by Chair Mark Allen at 7:30 am.
Members Present: Mark Allen, David Lyons, Lexie Newhouse, Nimesh Patel, Mary Jo Groeneveld, Leslie Patton, Ian Coats
Staff Present: Luke Howe, Miranda Taylor, Fred Bentley, Jr., Councilmember Pat Ferris, Councilmember Tracey Viars

8. Executive Session

1. 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 Lexie Newhouse. 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.

2. 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 Lexie Newhouse. 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 8:05 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 June Special Called Meeting Minutes

Lexie Newhouse noted that in the "members present" section, Leslie was listed twice and Lexie was not listed. Miranda will make this change to the minutes. Ian Coats made a motion to approve the minutes as amended. Motion seconded by Leslie Patton. Motion passed unanimously, 7-0.

B. Approval of 6-09-23 Executive Session Minutes

The board reviewed the Executive Session minutes. Leslie Patton made a motion to approve the executive session minutes as presented. Motion seconded by Nimesh Patel. Motion passed unanimously, 7-0.

3. Financial Report

A. Approval of May Financial Report

Leslie Patton reviewed the full May financial report (which was not available for review at the 6/9/23 meeting). Ending cash balance was $76,299.65. Nimesh Patel made a motion to approve the financial report as presented. Ian Coats seconded the motion. Motion passed unanimously.

B. Approval of June Financial Report

Leslie Patton reviewed the June financial report, with an ending cash balance of $78,447.26. Nimesh Patel made a motion to approve the financial report. Ian Coats seconded the motion. The motion passed unanimously.

C. Review and Approval of Bentley Legal Invoices

The board reviewed the Bentley invoices for the month of June. David Lyons made a motion to approve the invoices. Leslie Patton seconded the motion. Motion passed unanimously.

4. Old Business

A. Feedback from Mimosa Fest attendance

The revenue received from the Beer Fest ticket sales was only $1200, which is much lower than our target (typically the goal for ticket revenue is $4,000). As discussed previously, the event can't continue with this level of ticket sales, as it is unsustainable from a staff/organizer perspective. Several board members attended the Mimosa Fest in Roswell, which is one option we have for a rebranded event. David Lyons reported that the Mimosa Fest was organized in the same general format as our Beer Fest, just with a different alcohol product focus. At the Roswell event, the attendance was approximately 70/30 female, with a very urban/chic crowd. Ian Coats confirmed David's perception of the Mimosa Fest. The board agreed that a rebrand is necessary but would like to come up with something that is more inclusive, instead of only highlighting one drink (beer, mimosa, etc). Mark Allen stated that the board can brainstorm a name/focus for the event and pitch it to Atlanta Beer Festivals (our event organizer); the only thing to stay away from is a heavy food focus, as this is not something that ABF can produce. The board agreed to brainstorm ideas and discuss again at next month's meeting. We will keep this as an agenda item for the August meeting. No action required.

5. New Business

A. Discussion: Update on Farmers Market Season

Mark Allen discussed the Farmers Market and reported that the market had a strong start but in recent weeks has been declining. Mary Jo Groeneveld reported that attendance is way down, and parking is an issue (patrons are frustrated that they can't park in the lot adjoining the plaza and many appear to not stop when they see the lot closed, rather than trying to find parking downtown). Mark, Mary Jo, and Miranda also discussed the need for more farmers/vendors with fresh produce. Mark shared with the board that we have notified our farmers/produce vendors that effective immediately there will be no vendor fee for farmers. The farmers who prepaid for the full season (there are only 2) will be reimbursed the previously paid weekly fee each week going forward if they attend the market. Miranda shared that she was able to connect with two new farm vendors yesterday and confirmed one for attendance at the 7/17 market (and will work on confirming the 2nd vendor today). No action required.

6. Public Comment

Councilmember Pat Ferris spoke and informed the board that he is working with the City Clerk's office to plan a training class on running effective meetings. The class will focus on Roberts Rules of Order and other effective meeting topics. The Clerk's office will send out more information when the class is confirmed and all board members are encouraged to attend.

Luke Bryant, a local resident and member of the Police Cadets/Explorers program, spoke to the board and said he feels there could be better signage to help FM and other downtown patrons find parking. He also felt that it would be beneficial to have a staff member and/or a police officer/cadet stationed at the crosswalk on Main Street during the market to assist patrons with crossing, as he has observed heavy traffic and high-speed traffic making crossing into the market difficult. He suggested reaching out to the Police cadet/explorers about the possibility of volunteering for this project.

7. Board & Staff Comments

<u>Board Comments:</u>

- Ian Coats has a meeting on Tuesday with Action Signs to discuss the branded event signage that the board discussed earlier in the year. Ian will forward the meeting info to Miranda so that she can also attend the meeting. Ian attended the Open House at The Hive (the new coworking space) on Main Street this week and encouraged the board to visit and check out the space.
- Nimesh Patel inquired about the Main Street 101 training that was mentioned last month; Miranda confirmed that registration is now open for the in-person session that is offered as part of the GDA Conference and will forward the registration info to the KDDA members today.
- Lexie Newhouse inquired about the status of the banner/decal that was supposed to be installed on the panel covering the underpass tunnel. If the city's

plans to place a banner showcasing the amphitheater have changed, the board would like to explore installing a banner with either the downtown logo or the farmers market logo.

- David Lyons shared that he walked around earlier this week to view the Depot Park/Amphitheater construction progress, which is moving along nicely. He explained the need for the raising of the Depot and the plans to repair the foundation and install new decking.
- Mark Allen discussed the Loft B&B site and informed the board that an auction had been held in the last few weeks, resulting in the property now being back in the ownership of the bank. There is no immediate information on future tenants for this space.
- Mary Jo Groeneveld asked about the status of the Devins Shire project; staff advised that it is under new ownership but the same type of development (for sale townhomes) is expected. Staff anticipates site/building plans from the new owners in the coming weeks.

Staff Comments:

- Luke Howe provided the board an update on the Common Grounds Plaza and By Gone Treasures parcel projects.

9. Adjourn

With no further business, David Lyons made a motion to adjourn. Leslie Patton seconded the motion. Motion passed unanimously. Meeting adjourned at 8:52 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.