MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
November 10, 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 Leslie Patton

1. Call to Order / Roll Call

Chair Mark Allen called the meeting to order at 7:32 am.
Members present: Mark Allen, Nimesh Patel, David Lyons, Lexie Newhouse, Leslie Patton, Ian Coats, Mary Jo Groeneveld.
Staff present: Luke Howe, Miranda Taylor, Councilmember Pat Ferris

2. Approval of the Meeting Minutes

A. Approval of 10.13.23 draft meeting minutes

The board reviewed the draft minutes from the October 13, 2023 meeting. Mark Allen noted that the Executive Session section of the draft minutes should reflect a motion in open session regarding Property A, as discussed in Executive Session. David Lyons made a motion to approve the draft minutes as amended. Nimesh Patel seconded the motion. Motion passed unanimously.

B. Approval of 10.13.23 draft executive session minutes

The board reviewed draft Executive Session minutes from the October 13, 2023 meeting. Nimesh Patel made a motion to approve the Executive Session minutes as presented. David Lyons seconded the motion. Motion passed unanimously.

3. Financial Report

A. Financial report as of 10.31.23

Leslie Patton presented the financial report as of 10.31.23, with an ending cash balance of $82,695.04. David Lyons pointed out that we are currently collecting more rent than we pay on the 2844 S. Main property, and asked if we should reflect these funds as a liability in our financial reports. Staff will follow-up with the Finance department on this question. David Lyons made a motion to approve the financial report as presented. Leslie Patton seconded the motion. The motion passed unanimously.

B. Review of current/open invoices

The board reviewed legal invoices submitted for the month of October. Nimesh Patel made a motion to approve the invoices as presented. Ian Coats seconded the motion. The motion passed unanimously.

4. Old Business

A. Discussion of 2024 Beer Festival rebranding

As we've discussed in previous meetings, the Beer Festival in its current state is not performing as expected, and attendance has been declining. There was a proposal to try a mimosa festival concept, but the board was not fully supportive of such a narrowly focused event. Mark Allen discussed the 2024 event with Mike DiLonardo at Atlanta Beer Festivals and shared feedback from the board. Mike indicated that he would be amenable to presenting the event again as the Kennesaw Beer & Wine Festival, but would need to do it in a different venue, preferably at the new amphitheater. Mark asked staff if there was a no-nonsense date that the amphitheater is expected to open. Staff shared that at this time, there is not a published date for opening, because we still don't know what impact winter weather may have on the upcoming construction phases. The board discussed moving the event to the fall to ensure amphitheater availability, but recognized that they'll need to be careful not to schedule our event too close to the Acworth Beer Festival, which is also in the fall. No action necessary today, but Mark will continue to discuss details with Mike and report back.

5. New Business

A. CBD Project Review: Kennesaw Square

Nate Sirang (attending via zoom) introduced his company, Concord Wilshire, and gave a brief overview of their portfolio. Concord Wilshire is partnering with Piedmont Residential on the Kennesaw Square project. This project will be a destination mixed-use project, constructed as part of the Cobb Parkway Corridor redevelopment and an enhancement to the city's walkable downtown goals/amenities. Michael Miller with Piedmont Residential shared the site plan concept and project overview, including a presentation of the master plan and a breakdown of the uses proposed for the site, as shown in the CBD project application. He indicated the residential uses would be a mix of for-sale and rental products, but they are still working out the percentage mix for these two uses. The site plan provides pedestrian and vehicular connectivity to downtown, but the majority of the vehicular access is designed to come from Cobb Parkway, as this is a corridor that is built to handle larger traffic loads.

Nate Sirang presented a summary of the business plan. The total project value is estimated at $150 Million and will be built in one phase. The economic impact anticipates providing 855 construction jobs and once built will add 125 FT and 175 PT retail/ commercial jobs. Nimesh Patel asked if there was any estimate on the starting price of the for-sale residential product; at this time there is not an estimated price point as this would be driven by supply costs and market conditions when the units are built. Mr. Sirang also presented the project budget and noted this is a preliminary budget (because the project has not been formally bid out yet). This project will be developed in one phase over the next 4-5 years, allowing approximately 1 year for construction drawings/plans/plan review, 1 year for site work and 2-3 years for complete vertical construction. He also reviewed the cost summary for the elements that would potentially be included in future bond-for-title discussions at an estimated value of $60 Million.

The board had the following questions for the applicant:

- Ian Coats: Is interested to see the entrance/access to the project from Main Street; how easy is it to access and will it be an attractive entrance or look like a "back entrance"? Mr. Miller shared a concept drawing outlining the view from Main Street, and shared that it would be an attractive entryway to the project. Darryl Simmons addressed the Cobb Parkway revitalization efforts vs Main Street revitalization. This project will not isolate Main Street, but will focus vehicular traffic on Cobb Parkway.
- David Lyons: Is the average square footage for residential units in the whole development 800 SF? This seems small and doesn't meet the city's minimum of 1000 SF. Darryl Simmons provided an update to the board on how recent developments in the city (Revival on Main, The Ellison, the development at the former Tug site) have varied their unit sizes to meet market demand. This is something that is handled through the zoning process when projects like this are approved. Darryl also reminded the board that our CBD ordinance is over 10 years old and the market has changed in that time to support smaller units such as the ones outlined in this project. The unit sizes proposed are not out of line based on other developments in the city.
- Lexie Newhouse: Would a sidewalk be added on Cemetery Street to encourage pedestrian connectivity? Mr. Miller indicated that they are willing to work with the city to outline appropriate connectivity improvements on Cemetery Street and Keene Street to ensure pedestrian access.
- Leslie Patton: Is there a commitment that this is what we will actually see built in 5 years? How do we know this is what will be built? Luke Howe shared that our legal team has advised us to do an assignment of the existing development agreement on this site (as that is allowed due to the transfer of ownership) which will outline many of the requirements discussed today. In addition, the requirements of any incentive agreements would be tied to construction of the elements outlined in the business plan; if those elements are not built, the incentives are not given (similar to the Tug site incentives approved last year). We would come back to consider a bond for title deal after the CBD project application is approved at the Mayor & Council level, so any requirements identified during the CBD process can be incorporated into those agreements. Scott Peters, legal counsel for the applicant, addressed his client's understanding of the requirements and commitments as they relate to the development agreement and any future incentive agreements; they understand that incentives don't exist until the project is fully built to the expectations outlined in the agreements. Fred Bentley, Jr. (attending via zoom) echoed these comments and advised the board that he has been working with the applicant and staff to outline the development agreement.

- David Lyons: Shared that this project appears to be a great fit for Kennesaw and he is supportive of the project.
- Mark Allen: discussed the traffic concerns mentioned earlier and noted that Cobb Parkway is exactly the focus that is needed for this project as it can handle the increased traffic.
- David Lyons: What is the ask today? Staff advised that the board's consideration is to approve the CBD Project application submitted by the applicant. Following our meeting today, the CBD application will go to the Historic Preservation Commission and then Mayor & Council

David Lyons made a motion to approve the CBD project application and concepts as presented. Ian Coats seconded the motion. Motion passed unanimously.

6. Public Comment

There was no public comment at this meeting.

8. Executive Session

Executive Session was taken out of order, following Item 6 - Public Comment. Let the record reflect that KDDA Member Nimesh Patel left the meeting at 8:24 am due to a scheduling conflict.

Lexie Newhouse 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 & Land. Seconded by Ian Coats. Those voting in favor: Mark Allen, Ian Coats, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, and Leslie Patton. Those opposed none. The motion passed unanimously. The KDDA entered closed session at 8:26 am.

Lexie Newhouse 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 David Lyons. Those voting in favor: Mark Allen, Ian Coats, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, and Leslie Patton. Those opposed none. The motion passed unanimously. The KDDA exited closed session at 8:36 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).

7. Board & Staff Comment

A. Business Recruitment & Retention Presentation - Tanyel Aviles

Tanyel Aviles provided a business recruitment/retention overview and reviewed the BRE survey she uses with local businesses. Common themes she has identified with local businesses include workforce issues (attraction/retention), marketing/visibility, and

infrastructure. She's planning the following programs for 2024: Job Fair, quarterly SBDC classes, and quarterly business roundtables.
David Lyons asked Tanyel how business owners find her to use her services? Tanyel's information is included in the business license packets and is on our website, and she visits all new businesses. David noted that this role is something that the board has talked about for a while and he is glad to see it meeting needs for business owners.
Ian Coats asked Tanyel how the KDDA can help support her? Tanyel said they can refer potential business owners or current owners to her if they need assistance with any issues.
David Lyons requested for Tanyel to attend KDDA quarterly and share updates on trends and observations, which Tanyel agreed to do.
No action required on this item.

B. Main Street Standards (Miranda Taylor)

Miranda Taylor reviewed Main Street Standard 3: Diversified Funding and Sustainable Program Operations. David Lyons requested a copy of the annotated version of the handout so that the board has a copy of the items discussed under each indicator for this standard.
Mark Allen stated that he would like to see us outline one Main Street project that can be completed in the next 12 months that can be highlighted as a completed project. He asked the board to brainstorm ideas and decide on a project in January.
Ian Coats asked if we should consider putting together an annual report for Main Street/KDDA; staff agreed to put together a sample of what this could look like.
No action required on this item.

C. 2023 Holiday Market Recap Report

Miranda Taylor provided an update on the 2023 Holiday Market. The Saturday event was well attended and we likely got a lot of cross-attendance from Taste of Kennesaw. The Friday night VIP night went well, although attendance was a little low. We have made notes for improvement for next year! The vendors were all happy with their sales for the weekend and overwhelmingly approved the move to an indoor venue. Miranda will work on securing a date for next year immediately so that we can start vendor recruitment earlier in the year. No action required.

9. Adjourn

With no further discussion, David Lyons made a motion to adjourn, seconded by Leslie Patton. Motion passed unanimously. Meeting adjourned at 9:23 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.