



KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY
DRAFT MEETING MINUTES
May 14, 2019
Mayor & Council Chambers
7:30 A.M.

- I. Call to Order:** Meeting called to order at 7:33 am by Vice-Chair David Lyons.
Members Present: Gary Hasty, Chad Howie, Donna Hogan, David Lyons, Leslie Steinle, Mark Allen (arrived 7:50 am)
Members Absent: Joe Badgett
Staff Present: Bob Fox, Miranda Taylor
Visitors Present: Robert Trim, Tracey Viars, Mary Whitlock
- II. Approval of Minutes** – Minutes from the April 9, 2019 were reviewed. Chad Howie made a motion to approve the minutes as presented; seconded by Gary Hasty. Vote taken; motion passed by a vote of 5-0 (Allen absent for vote).
- III. Announcements/Public Comment:** Mary Whitlock pointed out that the addition of a beer vendor at Dinner at the Depot appears to be a very popular choice!
- IV. Financials**
- (a) Financial Report: David Lyons reviewed the printed Financial Report. KDDA had a beginning cash total of \$26,106. Cash receipts totaled \$4,387, cash disbursements totaled \$2,693. Ending cash balance is \$27,800. Leslie Steinle made a motion to approve the financial report as presented. Motion seconded by Chad Howie. Vote taken; motion passed by a vote of 5-0 (Allen absent for vote).
- V. Old Business**
- (a) Special Projects for Downtown Update: Gateway Park, City Hall Plaza, Depot Park, Public Art:
- a. Bob Fox shared with the group that a ribbon cutting was held for the recently installed art pieces at Gateway Park (several KDDA members did attend). KSU is working on fabrication of the next round of decorative manhole covers and benches for the downtown area. These projects should be installed later this spring/early summer.
 - b. The Notice to Proceed for the upcoming construction at Depot Park has been issued. We will see grading work begin in the area in the next few weeks.
 - c. There is a public input meeting sponsored by the Art & Culture Commission tonight at the Community Center at 6:30pm; if members are available it would be a great way to share your vision for art in the downtown area.

- (b) Beer Festival Debrief: THIS ITEM TAKEN OUT OF ORDER, following the Plaza Furniture item. The meeting reconvened at 8:03 am following the recess to visit the Underpass Plaza. Chair Mark Allen called the meeting back to order. Mark Allen provided a debrief of the Beer Festival. He heard only positive comments regarding the event and the new venue, from participants, staff, and police. The KDDA ticket sales total was \$4320 (1541 tickets sold; slightly lower than last year), which was down a little bit from last year due to the lower ticket share price discussed when the event agreement was approved. The KDDA sold sponsorships totaling \$1,000. Mark will talk to the event organizer to get a breakdown of the total costs/revenues for the event to assist in planning for next year. One area that was weak were the sponsorships sold by KDDA; this is an area that can be improved for next year. Donna Hogan reported that the volunteers she recruited told her that they had a great time and will volunteer again. David Lyons and Gary Hasty noted that they heard some feedback that there was a negative view of the location being a “church parking lot”; perhaps we should market the location name differently next time if the venue stays the same. Mark will ask the event organizer about the drop in attendance to see if there are any changes that could be made to drive an increase in attendance – how do we make our event unique with so many other beer festivals to choose from?
- (c) Plaza Furniture (Underpass): The plaza furniture has been installed! At 7:40 am, the KDDA members recessed their meeting to walk over to the Underpass Plaza and view the furniture. Miranda Taylor took several photos to be used by the city in a press release/social media post to highlight the KDDA and the installation of the new furniture.
- a. Let the record reflect that Mark Allen arrived at 7:50 am and participated in the group photos.
- (d) Farmers Market/Dinner at the Depot Update – Mark Allen provided an update on both events
- a. Dinner at the Depot: The event has been well attended the last two weeks. Mark estimated approximately 350 people attended the food truck event last night. He has heard good feedback from the truck operators. The addition of the beer vendor has helped attendance and food truck sales; patrons are staying longer and spending more at the trucks, often ordering twice and/or visiting multiple trucks.
 - b. Farmers Market: There are 19-20 seasonal market vendors committed. Mark has heard good feedback from the vendors about the attendance and marketing of the event. There have been paid sponsors each week for the events and sponsor interest continues to grow.
 - c. Concerns: Mark addressed a few concerns regarding the two events:
 - i. Wifi has not been available the last two weeks. It was available last year. Bob and Miranda are coordinating with IT to see if a connection is available. This is mainly a concern for the Farmers Market vendors; we just need to let them know if it will not be available so they can make other arrangements to take credit card payments. (The food trucks are already set up to accept card payments without public wifi connections).
 - ii. The parking lot has some issues with mud, however the city will not be able to repair the area due to the impending construction at Depot Park. The parking lot area of concern will soon be an equipment staging area and will not be able to be used for event parking. The KDDA members discussed getting information out to the public regarding alternate parking for the Monday night events, including behind the Southern Museum and downtown on-street parking.

- iii. Vehicles are trying to turn left from Big Shanty onto Cherokee during the events, and this is causing a traffic bottleneck. Kennesaw Police is aware of the issue and is working on a plan to troubleshoot.
- d. KDDA has received the first invoice for the porta-potties that they pay for during market season. Total cost is \$225 per month, each month that the Farmers Market/Dinner at the Depot operates. David Lyons made a motion to pay the Johnny On The Spot invoice monthly during market season. Motion seconded by Gary Hasty. Vote taken; motion passed unanimously, 6-0.

VI. New Business

VII. Board Comments

- a. David Lyons mentioned that the park benches around town are beginning to look bad; they would look better if they were pressure washed and stained. Who is in charge of maintaining these benches? Does KDDA need to consider devoting funds to this? Bob Fox will look into which department should maintain the benches and will report back.
- b. Mark Allen shared that the paint at the Carrie House also looks bad; is there a timeline of when this will be addressed? Bob Fox shared that pressure washing and painting the Carrie House is part of the overall scope of work for the Depot Park construction project.

VIII. Community Development Director Comments: No Director comments this month.

IX. EXECUTIVE SESSION – Land, Legal, Personnel

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).

X. ADJOURN: With no further business to discuss, David Lyons made a motion to adjourn, seconded by Gary Hasty. Vote taken; motion passed unanimously, 6-0. The meeting adjourned at 8:24 am.

**The next scheduled meeting of the Kennesaw Downtown Development Authority will be
7:30 a.m. on June 11, 2019**

Minutes recorded and submitted by:
Miranda Taylor
Economic Development Specialist