



**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING MINUTES**  
**August 11, 2020**  
**Virtual Zoom Meeting (Link Below)**  
**7:30 A.M.**

**Pursuant to Governor Kemp’s Executive Order Number 03.14.20.01 declaring a Public Health State of Emergency and in accordance with O.C.G.A. §50-14-1 et seq., as may be amended or extended, this public meeting is only being conducted via the use of real-time telephonic technology allowing the public simultaneous access to the public meeting.**

**The meeting may be accessed using the following link/call-in information:**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/81578262697?pwd=RmZmaHhWTHV4V3Fac3lWczBGNWcwZz09>

- I. Call to Order** Chair Mark Allen called the meeting to order at 7:32 am.
- a. Prior to continuing with the agenda, Mark Allen read the following statement: Pursuant to Governor Kemp’s Executive Order Number 03.14.20.01 declaring a Public Health State of Emergency and in accordance with O.C.G.A. §50-14-1, this public meeting is only being conducted via the use of Zoom, which is a real-time telephonic technology allowing the public simultaneous access to this public meeting. In addition, any vote taken during this meeting must be conducted by Roll Call Vote as required by Georgia law during this official state of Public Health Emergency.
  - b. Mark Allen conducted a roll call of the KDDA to record which members were on the Zoom meeting.
    - i. Mark Allen –present
    - ii. David Lyons – present (joined at 8:20 am)
    - iii. Gary Hasty – present
    - iv. Leslie Steinle – present
    - v. Chad Howie – present
    - vi. Britt Doss – present
    - vii. Anne Langan – present
  - c. Staff members present on the Zoom meeting: Miranda Taylor, Bob Fox
- II. Approval of Minutes**
- a. 7.14.2020 Draft Meeting Minutes: Leslie Steinle made a motion to approve the minutes as presented; seconded by Gary Hasty. Roll Call vote taken: Mark Allen (yay), Gary Hasty (yay), Leslie Steinle (yay), Chad Howie (yay), Britt Doss (yay), Anne Langan (abstain). Motion passed by a vote of 5-0-1.
  - b. 7.27.20 Draft Special Called Meeting Minutes: Gary Hasty made a motion to approve the minutes as presented; seconded by Leslie Steinle. Roll Call vote taken: Mark Allen (yay), Gary Hasty (yay), Leslie Steinle (yay), Chad Howie (yay), Britt Doss (yay), Anne Langan (abstain). Motion passed by a vote of 5-0-1.
- II. Announcements/Public Comment:** None
- III. Financials**
- a. Financial Report: Leslie Steinle presented the financial report. Ending cash balance as of 7.31.20 was \$11,385.37. Gary Hasty made a motion to approve the financial report as presented; seconded by Britt Doss. Roll Call vote taken: Mark Allen (yay), Gary Hasty (yay), Leslie Steinle (yay), Chad Howie (yay), Britt Doss (yay), Anne Langan (yay). Motion passed unanimously.
- IV. Old Business**
- a. Kennesaw Market Monday Update/Season Extension: Mark Allen challenged with weather the last two weeks. Even so, the vendors have expressed interest in continuing. Based on vendor feedback, we’ll continue the season for another 1-2 weeks, but will monitor weather closely. Farmers are starting to run out of produce; vendor list is starting to be more heavily weighted to the makers market. Mark will plan to extend the season until the end of the month, adjusting as needed based on weather and crowd attendance.
  - b. Beer Festival Event: Bob Fox shared with the board that the Mayor & Council have decided to cancel the large remaining special events for the City (Pigs & Peaches, rescheduled Salute to America, rescheduled Big Shanty Festival) in consideration of the ongoing public health concerns related to COVID-19. Mark Allen reported that he’s reached out to the beer festival organizer to discuss following the city’s lead and canceling this year’s (rescheduled) beer fest event. Mark will work with Atlanta Beer Festivals over the next week to confirm the cancellation and move forward with planning the event for 2021. This is the KDDA’s single largest income event of the year, so we will

see an impact to our financials. The sponsors who have already paid a sponsorship fee will need to be refunded; Miranda will work with Finance to coordinate this.

- c. Wayfinding Signage Update: Miranda Taylor shared an update with the board on the signage program. Messaging for the signs has been confirmed and the signs are in final production. Installation of all signs in this phase is scheduled for early September. This phase of signage includes vehicular trailblazer (directional) signage at large/well-traveled intersections (examples are Main/Jiles, Cobb Parkway/Jiles, McCollum/Main), Entertainment District boundary signs, and a refresh of the kiosk at the pedestrian underpass plaza.
- d. SchoolHouse Village Investment Update: Bob Fox shared an update. Earlier this year (pre-COVID) we had negotiated a buy-out of the investment with Sanctuary, with the payment to occur following the closing on Sanctuary's construction loan. Sanctuary's closing was put on pause by the lender due to COVID concerns, and they are now trying to regroup and get the closing back on track. Staff, working with our legal representation, has requested additional information from Sanctuary to determine the project status and timeline going forward. The investment buy-out will be in a holding pattern until a closing date can be confirmed and tenant lease commitments are finalized. Chad Howie shared that Sanctuary is identifying alternatives and negotiating through several offers, however the lenders are still hesitant and are tying higher interest rates to the risk associated with the pandemic. Staff and Sanctuary will keep in close contact regarding this issue.

## V. New Business

- a. Downtown website concept discussion: Bob Fox and Miranda Taylor presented the concept, which grew out of feedback from downtown businesses during the wayfinding signage project. Downtown businesses have indicated that they feel the City could do more to direct patrons downtown and promote the businesses downtown. It is difficult to do this on the signs, however we have spoken with the city's Communications Office on a plan to create a downtown website, which will give us an additional marketing tool for downtown and a way to highlight and direct the public to downtown businesses. Staff would be responsible for maintaining and updating the website, but we would like to work with KDDA on ongoing funding for the website. As we get into the design of the website, we may be asking one or two KDDA members to sit on a small steering committee. Anne Langan pointed out that a website would be a good tool for residents and visitors as it would give more information about the businesses and what they provide. Gary Hasty expressed concern about the maintenance of the website, based on previous issues experienced with maintenance of the KDDA website. Bob advised that staff would be able to maintain on an ongoing basis because it would be built on the same platform as the current city website, and ED would review it monthly to ensure info is up to date.
- b. October Movie Nights discussion: Miranda asked the board for guidance on whether or not this event will take place this year. Parks & Recreation has gone forward with their movie nights, but they are requiring pre-registration and social distancing. Gary Hasty shared that it would be difficult to enforce social distancing at this event, as it is geared more toward walk-up patrons and we do not have a way to process pre-registration. Based on this, the recommendation was to cancel the movie nights for 2020. Miranda will update Events Committee on the cancellation.

## VI. Board Comments

- a. Chad Howie: Plaza furniture was picked up last week and will be painted this week. Will use an industrial enamel that will hold up to sun and weather. Furniture should be back in place by 8/15. Chad also expressed concern with the appearance of the properties on Main Street that have plywood in the windows and questioned if there is anything the city and/or KDDA can do to encourage the removal of the plywood. If it could be replaced with something else to give a different impression (a mural, dark paint, etc) that would help the impression that outside investors have of our downtown. Staff will discuss and coordinate.
- b. Mark Allen mentioned the construction activity at Depot Park, and that it is good to see this project move forward. Horned Owl Brewing installed their sign this week and the interior build-out is going well. They are hopeful to open later this fall.

## VII. Community Development Director Comments: Bob Fox gave an update on the following projects:

- a. Staff will get dates out to the board for a site tour of active projects
- b. Enclave at Depot Park
- c. Lewis House
- d. Apotheos Coffee/1808 Venue & Shared Parking
- e. Gus's Fried Chicken
- f. Horned Owl Brewing
- g. Old Whistle Stop building – expect new plans this month
- h. Longleaf Building tenant lease-up
- i. Pritchard Park
- j. Old Cherokee
- k. Lazy Labrador coffeeshop
- l. Budgetel site
- m. Whitfield Place
- n. Road abandonment – Keene St/Burel Ct.
- o. Depot Park
- p. Groundbreaking at new recreation center
- q. KSU Art

**VIII. EXECUTIVE SESSION – Land, Legal, Personnel: None**

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, Leslie Steinle made a motion to adjourn; seconded by Britt Doss. . Roll Call vote taken: Mark Allen (yay), Gary Hasty (yay), Leslie Steinle (yay), Chad Howie (yay), Britt Doss (yay), Anne Langan (yay), Dave Lyons (yay). Motion passed unanimously. Meeting adjourned 8:35 am.

**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.

**The next scheduled meeting of the Kennesaw Downtown Development Authority will be 7:30 a.m. on September 8, 2020**