



**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
MAY 10, 2022
CITY HALL TRAINING ROOM
7:30 A.M.**

I. Call to Order

II. Approval of Minutes

- a. 3.8.22 Regular Meeting
- b. 3.8.22 Executive Session
- c. 4.12.22 Regular Meeting
- d. 4.12.22 Executive Session

III. Announcements/Public Comment

IV. Financials – Financial report as of 4.30.22

V. Old Business

- a. Farmers Market status update

VI. New Business

- a. 2022 Beer Festival Report; 2023 event date
- b. Review of MOU with Downtown Merchants Association for website/marketing support

VII. Executive Session – Land, Legal, Personnel

- 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).

VIII. Board Comments

IX. Economic Development Director Comments

X. Adjourn

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 June 14, 2022



KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY
DRAFT REGULAR MEETING MINUTES
MARCH 8, 2022
CITY HALL TRAINING ROOM
7:30 A.M.

- I. Call to Order:** Meeting called to order at 7:30 am by Chair, Mark Allen
- a. Members present: Mark Allen, Britt Doss, David Lyons, Leslie Steinle, Lexie Newhouse, Mary Jo Groeneveld, Nimesh Patel (non-voting; not yet sworn-in)
 - b. Staff Present: Luke Howe, Miranda Taylor, Fred Bentley, Jr., Darryl Simmons, Councilmember James Eaton, Councilmember Tracey Viars
- II. Approval of Minutes**
- a. Draft Meeting Minutes from the 02.08.22 meeting were reviewed, David Lyons made a motion to approve the minutes as presented; seconded by Britt Doss. Vote taken; motion passed with a vote of 6-0.
- III. Announcements/Public Comment:** None
- IV. Financials**
- a. Financial Report as of 02.28.22 was presented by Leslie Steinle. Ending cash balance was \$3,771.02. David Lyons made a motion to approve the financials as presented, with special condolences to the Collier family on the passing of Mr. David Collier. Britt Doss seconded the motion. Motion passed with a vote of 6-0.
- At this time, the agenda was taken out of order out of respect for the time of our guest/applicant presenters. The order the agenda items were discussed is as follows: VI.b, VI.c, VI.a, VI.e, Executive Session, V.A, VI.d, VIII, IX, X.
- V. Old Business**
- a. 2022 Farmers Market Update: Miranda Taylor reported that there are currently 9 confirmed vendors for the 2022 market, but only one has produce (fresh mushrooms). We are in desperate need of farmers/produce vendors. If any board members are able to attend other markets and let farm vendors know about our market, please do so. Miranda will facilitate two market vendor orientation meetings on March 10th (9am and 4pm) at the Ben Robertson Community Center. Luke Howe stated that the board may want to consider hiring a part-time/temporary person to manage all business related to the market once they receive revenue from upcoming projects. This will allow ED staff to focus on development activities and not spend as much time on event management.
- VI. New Business**
- a. BurgerFi Lease discussion – Fred Bentley, Jr. provided an update on the BurgerFi lease. The Collier family is working through some issues with Probate; meanwhile we are continuing to work with the Colliers and the attorney for BurgerFi to secure a lease extension. KDDA is required to officially notify the Collier family of the intent to renew no later than 90 days prior to the lease expiration. This will need to be a formal agenda item at a future meeting.
 - b. Project updates: Dale Hughes reviewed the status of the projects he is currently developing, including Common Grounds Plaza, the 2831 S. Main block, 2243 Lewis St, the final vacant pad in Fullers Chase, and the historic church parsonage. Common Grounds plaza is anticipated to start site work in 3-4 months, with the Main St. block following 3 months behind that.
 - c. CBD Project Application: 2004 Duncan Drive; Devin’s Shire. Hank Dudek presented the CBD Project Application for Devin’s Shire. The business plan includes development of 33 townhomes with an average size of 2000 square feet and a price point of \$400 - \$500K. The townhomes will be 3-story with rear entry garages; the topography of the site will soften the appearance of the 3-story buildings from Duncan Drive. There are no additional amenities planned for the development (i.e. pool/clubhouse, etc.). David Lyons asked about parking: will the driveways be sized to allow for additional parking? Mr. Dudek confirmed that the driveways would be big enough to allow for parking. Mr. Dudek indicated that the project timeline anticipates submitting engineering plans for review following approval from Mayor & Council, and the goal is to start site work by June 2022. David Lyons made a motion to approve the CBD Project Application as presented; seconded by Leslie Steinle. Motion passed with a vote of 6-0.

- d. 2022 Beer Festival Contract: Mark Allen discussed the contract for the 2022 Beer Festival. Two items were changed: first, Atlanta Beer Festivals agrees to not host any other alcohol related events on the same day as our event; second, ABF agrees to have all printed marketing material for the event available at least 45 days prior to the event. Miranda inquired about the previous stipulation that the KDDA would provide at least 100 volunteers; Mark confirmed that this is no longer necessary since the City does not require pouring licenses for the volunteers. Miranda will update the contract to remove that stipulation. David Lyons made a motion to approve the contract with the change to the volunteer requirement, and authorize the Chair to sign the contract. Britt Doss seconded the motion. Motion passed by a vote of 6-0.
- e. Inducement Resolution – 2652 S. Main Street: Elliot Van Dyke provided an overview of the approved project for 2652 S. Main Street (the board previously approved the CBD project application for this project). The project has not yet been named. Elliot shared that Traton homes would be partnering with them to build the townhome portion of the project. Fred Bentley, Jr. reviewed the details of the proposed Inducement Resolution and details of the related future bond issue. This is anticipated to be a \$60M project that will add residential, commercial, and shared parking facilities to the downtown. Mark Allen asked about what risks exist for the KDDA in this arrangement. Fred explained that the KDDA is agreeing to eliminate the tax liability for the developer to allow them to use that capital as principal and interest on their loan, which they are required to secure using their own creditworthiness. David Lyons asked for confirmation that the KDDA would not be responsible for the repayment of the loan value. Fred and Elliot confirmed that other than eliminating the tax liability there is no other material liability/risk to the KDDA. Luke reviewed the difference between cash bonds and abatement bonds with the board. The bond documents will include a non-performance clause that allows the KDDA to cancel the contract if TPA/TR GA Ventures, LLC does not perform. Elliot shared that their goal is to close on their financing and begin site work by July 2022. David Lyons made a motion to adopt the resolution and authorize the Chair to sign the resolution and documents related to the Inducement Resolution. Leslie Steinle seconded the motion. Motion passed by a vote of 6-0.

VII. Executive Session – Land, Legal, Personnel:

- a. 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 Land. Seconded by Britt Doss. Those voting in favor: Mark Allen, David Lyons, Britt Doss, Leslie Steinle, Lexie Newhouse, Mary Jo Groeneveld. Those opposed: None. The motion passed unanimously. The KDDA entered closed session at 8:33 am.
- b. The KDDA exited closed session at 9:01 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. Britt Doss seconded. Those voting in favor: Mark Allen, David Lyons, Britt Doss, Leslie Steinle, Lexie Newhouse, Mary Jo Groeneveld. Those opposed: None. The motion passed unanimously.

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).

VIII. Board Comments

- a. David Lyons stated that he is excited to see the increased activity by the KDDA and wants to continue the momentum.
- b. Mark Allen shared that he met with the Acworth Downtown Development Authority chair to discuss strategy and got some great information to assist KDDA as we continue to invest in downtown revitalization. Beer Festival planning is underway, and Mark will coordinate with Atlanta Beer Festivals on marketing material now that the contract is finalized.
- c. Leslie Steinle asked if the board could plan a work session in the near future to continue discussing the KDDA's plan/strategy for addressing downtown development. This can be done; if a quorum of members is present we will just have to post/advertise the meeting.
- d. Britt Doss stated that he would like to echo earlier comments in support of using some funds for part-time/temporary staff to help with events.

IX. Economic Development Director Comments: No additional comments

X. Adjourn: With no further business, David Lyons made a motion to approve; seconded by Leslie Steinle. Motion passed unanimously. Meeting adjourned at 9:18 am.

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The next scheduled meeting of the Kennesaw Downtown Development Authority will be 7:30 a.m. on April 12, 2022

DRAFT



KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
APRIL 12, 2022
CITY HALL TRAINING ROOM
7:30 A.M.

- I. Call to Order:** Meeting called to order at 7:30 am by Chair, Mark Allen
- a. Members present: Mark Allen, Mary Jo Groeneveld, Lexie Newhouse, Leslie Steinle, David Lyons, Britt Doss
 - b. Members absent: Nimesh Patel
 - c. Staff Present: Luke Howe, Miranda Taylor, Fred Bentley, Jr., Councilmember Tracey Viars
- II. Approval of Minutes**
- a. Minutes from the April 1, 2022 Special Called Meeting and Executive Session were reviewed.
 - i. David Lyons made a motion to approve the regular meeting minutes as presented; seconded by Britt Doss. Vote taken; motion passed unanimously 6-0.
 - ii. David Lyons made a motion to approve the Executive Session minutes as presented; seconded by Lexie Newhouse. Vote taken; motion passed unanimously 6-0.
- III. Financials:** Leslie Steinle reviewed the financial reports included in the agenda packet for the month ending 3.31.22. The cash activity report was not included this month, however the board reviewed the Income Statement and Balance Sheet. Mark Allen reminded the board that we are starting to receive revenue related to the upcoming Beer Festival, and that more revenue from that event is expected. Leslie Steinle made a motion to approve the financials as presented; seconded by Britt Doss. Motion passed with a vote of 6-0.
- IV. Executive Session – Land, Legal, Personnel**
- a. 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 Land and Legal. Seconded by Britt Doss. Those voting in favor: Mark Allen, Mary Jo Groeneveld, Leslie Steinle, Lexie Newhouse, Britt Doss, David Lyons. Those opposed: None. The motion passed unanimously. The KDDA entered closed session at 7:35 am.
 - b. The KDDA exited closed session at 8:04 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. Leslie Steinle seconded. Those voting in favor: Mark Allen, Mary Jo Groeneveld, Leslie Steinle, Lexie Newhouse, Britt Doss, David Lyons. Those opposed: None. The motion passed unanimously.
 - c. David Lyons made a motion to authorize legal to pursue declaratory judgement related to the lease at 2844 S. Main Street. Motion seconded by Britt Doss. Motion passed unanimously, 6-0.
- 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).
- V. New Business:** No further actionable items following Executive Session
- VI. Board Comments**
- a. Mark Allen gave the board a recap of the first 2 weeks of the Farmers Market. On opening day, 4/4 there were 11 vendors present with a great turnout; 80% of vendors reported selling out of product. Week 2, 4/11, we had 9 vendors present, but we have received several additional applications and expect to add more vendors in the coming weeks. The turnout last night was a bit slower than opening day, and several guests inquired about the lack of food trucks, alcohol, and music. Mark has reached out to a couple of reliable food trucks, but they do not have availability to participate until mid-May. At this time, we do not have the budget to support scheduling music each week, but as additional full-season vendors sign on we can reassess. Kennesaw First Baptist reached out to Mark and they would

like to provide some kid's entertainment (jumpy houses, etc) free of charge each week, which Mark agreed to. Mark shared with the board that the time required for set-up/break-down each week is more than should be expected of a volunteer, and urged the board to consider options for compensating an on-site manager. To facilitate this discussion, David Lyons made a motion to add an item to the agenda to consider management services for the farmers market. The motion was seconded by Lexie Newhouse and passed unanimously, 6-0. Item to discuss Farmers Market management services added to the agenda.

- b. **Farmers Market Management Services:** The board discussed the work to be completed each week to set-up and break-down the market. Mark Allen reported that it takes approximately 4-6 hours each week to complete everything that needs to be done to ensure a successful market. Staff can continue to assist with vendor recruitment and social media support, but the board needs to have someone onsite each week to help manage the market, which staff does not have the bandwidth to support. In the past we have compensated a management company using the fees received each week from the vendors. David Lyons inquired about the past agreement with Lazy Guy Brands for market management services and asked if it was still valid. The last agreement was limited to the season in which the services were provided, however the board could choose to renew that agreement for the 2022 season. As part of the management services, the manager would have the flexibility to provide whatever staff was required to manage the market on-site each week and would directly compensate said staff using the funds received from vendor fees. The board also discussed the availability of beer at the event, which several patrons have asked about. The current traffic does not support the expense of an off-site event permit, however, if the beer is purchased at retail outlets and donated to the event, it can be made available to market patrons (21 and over) for free (patrons can then give a donation for the beer if they choose). Lazy Guy provided beer to the market for the 2020 season using this model and it worked well. David Lyons made a motion to renew the Farmers Market Management Agreement with Lazy Guy Brands, using the same terms previously outlined; motion seconded by Britt Doss. Vote taken; motion passed 5-0 (Allen abstained). David Lyons made a second motion to allow Lazy Guy Brands to provide donate beer at the market during the 2022 season; seconded by Mary Jo Groeneveld. Vote taken; motion passed 5-0 (Allen abstained).
- c. Britt Doss asked for an update on Budgetel and SchoolHouse Village. The Budgetel closing has been extended to July 22, per the extension approved at the last KDDA meeting and the \$200,000 earnest money has been wired to the bond account. The SHV site is currently under contract; staff continues to work with the current owner to identify firms that can do true mixed-use development on the site.
- d. David Lyons voiced concerns about the BurgerFi lease process and urged the board to be diligent in the future to ensure that any agreements are drafted in our favor and offer the KDDA appropriate protection. He also discussed legal counsel with the board.

VII. Adjourn: With no further business, David Lyons made a motion to adjourn; seconded by Leslie Steinle. Motion passed unanimously, 6-0. Meeting adjourned at 8:37 am.

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The next scheduled meeting of the Kennesaw Downtown Development Authority will be 7:30 a.m. on May 10, 2022

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended April 30, 2022

Beginning Cash	\$ 4,249.81
Cash Receipts:	
Interest Earned	14.72
BurgerFi Rent	3,376.53
Farmers Market	900.00
Beer Festival	500.00
Bond Application Fee	<u>1,500.00</u>
Total Cash Receipts	<u>6,291.25</u>
Cash Disbursements:	
Transfer cash to pay General Fund back	1,174.50
Bentley, Bentley & Bentley	1,232.50
David Collier	700.00
City of Kennesaw loan payments	<u>2,693.74</u>
Total Cash Disbursements	<u>5,800.74</u>
Ending Cash	<u><u>\$ 4,740.32</u></u>

Kennesaw Downtown Development Authority
Bond Series 2019 Project Account - Budgetel
From Inception To Date Through April 30, 2022

Beginning Cash	\$ -
Cash Receipts:	
Proceeds from Bond Issue	379,304.56
Closing Cost Overage Returned by Closing Attorney	10,148.64
Easement Termination & Appraisal Reimbursement	91,750.00
Earnest Money 2570 N Cobb Pkwy	200,000.00
Interest Earned	<u>1,787.90</u>
Total Cash Receipts	<u>682,991.10</u>
Cash Disbursements:	
2/1/20 Interest Payment 2019 Bond	7,670.54
8/1/20 Interest Payment 2019 Bond	40,608.75
1/31/21 Interest Payment 2019 Bond	40,608.75
7/28/21 Interest Payment 2019 Bond	40,608.75
1/28/22 Interest Payment 2019 Bond	40,608.75
Reimburse KDDA Operating for Earnest Money	10,000.00
Budgetel Expenditures - Fencing, Site Work, Legal Demolition	74,000.00
Cobb County Superior Court Bond Fees	181.00
Nelson Mullins Legal Service 2019 Bond Issue	483.23
Bentley, Bentley & Bentley	<u>1,986.50</u>
Total Cash Disbursements	<u>272,305.38</u>
Ending Cash	<u><u>\$ 410,685.72</u></u>

CITY OF KENNESAW

Balance Sheet By Fund

April 30, 2022

FUND 760: KDDA FUND

Account Number	Account Name	Beginning Balance	CPTD Debit	CPTD Credit	CYTD Debit	CYTD Credit	Ending Balance
ASSETS							
760.0000.11.111200.00000	OPERATING ACCOUNT	1,229.25	3,716.53	5,800.74	30,409.75	26,898.68	4,740.32
760.0000.11.112100.00000	KDDA FACADE	3,509.11	0.00	0.00	25.48	0.00	3,534.59
760.0000.11.112900.00000	PROJECT FUND SERIES 2019	252,056.11	200,000.00	754.00	200,050.36	41,420.75	410,685.72
760.0000.11.380000.00000	PREPAID ITEMS	700.00	0.00	0.00	0.00	700.00	0.00
760.0000.11.710500.00000	LAND HELD FOR RESALE	2,602,377.20	0.00	0.00	0.00	0.00	2,602,377.20
Total Assets		<u>\$2,859,871.67</u>	<u>\$203,716.53</u>	<u>\$ 6,554.74</u>	<u>\$230,485.59</u>	<u>\$ 69,019.43</u>	<u>\$3,021,337.83</u>
LIABILITIES							
760.0000.12.110000.00000	ACCOUNTS PAYABLE	\$ 696.00	\$ 2,686.50	\$ 2,686.50	\$ 8,380.00	\$ 7,684.00	\$ 0.00
760.0000.12.190500.00000	DUE TO GENERAL FUND	0.00	1,174.50	300.00	1,174.50	1,174.50	0.00
760.0000.12.250000.00000	DEFERRED REVENUE	0.00	0.00	200,000.00	0.00	200,000.00	200,000.00
760.0000.12.253500.00000	NOTE PAYABLE-CITY OF KENNESAW-CURRENT	31,824.33	0.00	0.00	0.00	0.00	31,824.33
760.0000.12.254000.00000	NOTE PAYABLE - CITY OF KENNESAW	16,092.54	0.00	0.00	0.00	0.00	16,092.54
760.0000.12.260000.00000	DEPOSITS PAYABLE	3,000.00	0.00	0.00	0.00	0.00	3,000.00
Total Liabilities		<u>\$ 51,612.87</u>	<u>\$ 3,861.00</u>	<u>\$202,986.50</u>	<u>\$ 9,554.50</u>	<u>\$208,858.50</u>	<u>\$ 250,916.87</u>
FUND EQUITY							
760.0000.13.120000.00000	ENCUMBRANCE	(7,865.28)	2,286.50	2,286.50	3,958.50	3,958.50	(7,865.28)
760.0000.13.230000.00000	CONTRIB CAP-DEVELOPERS	2,500.00	0.00	0.00	0.00	0.00	2,500.00

760.0000.13.411500.00000	F/B RES FOR ENCUMBRANCES	7,865.28	2,286.50	2,286.50	3,958.50	3,958.50	7,865.28
760.0000.13.422000.00000	F/B UNRES-UNDESIGNATED	2,805,758.80	5,680.24	3,716.53	503,543.43	465,705.59	2,767,920.96
Total Fund Equity		<u>\$2,808,258.80</u>	<u>\$ 10,253.24</u>	<u>\$ 8,289.53</u>	<u>\$511,460.43</u>	<u>\$473,622.59</u>	<u>\$2,770,420.96</u>
Total Liabilities and Fund Equity		<u><u>\$2,859,871.67</u></u>	<u><u>\$ 14,114.24</u></u>	<u><u>\$211,276.03</u></u>	<u><u>\$521,014.93</u></u>	<u><u>\$682,481.09</u></u>	<u><u>\$3,021,337.83</u></u>

CITY OF KENNESAW
Income Statement by Fund
For the Period Ending April 30, 2022

FUND 760: KDDA FUND

Account Number	Account Name	Original Budget	Revised Budget	Current Period to Date Actual	Current Year to Date Actual	Available Budget	Percent of Budget Remaining
REVENUES							
760.0000.34.756500.00000	FARMERS MARKET	0.00	0.00	340.00	900.00	(900.00)	0.00%
760.0000.34.758500.00000	BEER FESTIVAL REVENUE	8,500.00	8,500.00	0.00	2,812.00	5,688.00	66.92%
760.0000.36.100000.00000	INTEREST REVENUES	300.00	300.00	0.00	106.86	193.14	64.38%
760.0000.38.100700.00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,376.53	23,635.71	16,882.29	41.67%
760.0000.38.900000.00000	OTHER (MISCELLANEOUS REV)	0.00	0.00	0.00	3,031.02	(3,031.02)	0.00%
760.0000.39.110000.00000	KDDA OPS - CITY FUNDING	446,593.00	446,593.00	0.00	434,520.00	12,073.00	2.70%
760.0000.39.400000.00000	USE OF PY RESERVES	81,218.00	81,218.00	0.00	0.00	81,218.00	100.00%
Total Revenues		\$577,129.00	\$577,129.00	\$ 3,716.53	\$ 465,005.59	\$112,123.41	19.43%
EXPENDITURES							
760.7550.52.121000.00000	LEGAL SERVICES	15,000.00	15,000.00	1,232.50	2,012.00	12,988.00	86.59%
760.7550.52.125000.00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00%
760.7550.52.127000.00000	DESIGN & GRAPHIC DESIGN	500.00	500.00	0.00	63.60	436.40	87.28%
760.7550.52.231000.00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	700.00	4,900.00	3,500.00	41.67%
760.7550.52.325000.00000	POSTAGE	100.00	100.00	0.00	0.00	100.00	100.00%
760.7550.52.330000.00000	ADVERTISING	500.00	500.00	0.00	667.46	(167.46)	(33.49%)
760.7550.52.350000.00000	TRAVEL	500.00	500.00	0.00	0.00	500.00	100.00%
760.7550.52.360000.00000	DUES & FEES	165.00	165.00	0.00	0.00	165.00	100.00%

760.7550.52.363000.00000	MEETING EXPENSES	100.00	100.00	0.00	0.00	100.00	100.00%
760.7550.52.371000.00000	PROFESSIONAL DEVELOPMENT	600.00	600.00	300.00	300.00	300.00	50.00%
760.7550.52.395000.00000	MILEAGE REIMBURSEMENT	500.00	500.00	0.00	0.00	500.00	100.00%
760.7550.52.514000.00000	DINNER AT DEPOT	1,200.00	1,200.00	0.00	103.44	1,096.56	91.38%
760.7550.54.115000.00000	LAND DEVELOPMENT	0.00	0.00	754.00	812.00	(812.00)	0.00%
760.7550.58.110100.00000	PRINCIPAL -LOAN FROM CITY- BURGERFI	31,825.00	31,825.00	2,653.66	18,506.19	13,318.81	41.85%
760.7550.58.110200.00000	PRINCIPAL - SERIES 2001	425,000.00	425,000.00	0.00	425,000.00	0.00	0.00%
760.7550.58.210100.00000	INTEREST - SERIES 2001	9,520.00	9,520.00	0.00	9,520.00	0.00	0.00%
760.7550.58.230000.00000	INTEREST-SERIES 2019	81,218.00	81,218.00	0.00	40,608.75	40,609.25	50.00%
760.7550.58.230100.00000	INTEREST-\$300K LOAN FROM CITY BURGERFI	501.00	501.00	40.08	349.99	151.01	30.14%
Total Expenditures		\$577,129.00	\$577,129.00	\$ 5,680.24	\$ 502,843.43	\$ 74,285.57	12.87%
Excess (Deficiency) of Revenues over Expenditures		\$ 0.00	\$ 0.00	\$(1,963.71)	\$(37,837.84)	\$ 37,837.84	0.00%

Memorandum of Understanding

between the

Kennesaw Downtown Development Authority

and the

Kennesaw Downtown Merchants Association

This Memorandum of Understanding represents a cooperative agreement between the Kennesaw Downtown Development Authority, a public body corporate and politic (the "KDDA") duly created by the Downtown Development Authorities Law, O.C.G.A. Section 36-42-1, et seq. (the "Act") and activated by resolution of the governing body of the City of Kennesaw, Georgia, and the Kennesaw Downtown Merchants Association (the "KDMA"), a non-profit organization whose headquarters is in the City of Kennesaw, Georgia.

Purpose

The Kennesaw Downtown Development Authority wishes to foster an increased awareness of the merchants located in the downtown area of the City of Kennesaw and to provide information to the community regarding the goods and services available downtown.

The KDMA seeks to organize and promote downtown businesses by using traditional marketing campaigns, hosting special events, and conducting member outreach.

Through a place branding campaign, the Kennesaw Downtown Development Authority and the City of Kennesaw will provide branding and marketing materials to promote a unified Downtown Kennesaw presence among the City, KDDA, and the downtown merchants. The cooperative effort represented by this Memorandum of Understanding is a logical use of resources to accomplish common purposes.

The Agreement

Period of the Agreement: This agreement will remain in effect from May 2, 2022 through December 31, 2023.

The KDDA agrees to:

1. Work with City staff to launch and maintain a website and social media channels dedicated to Downtown Kennesaw.
2. Co-sponsor the First Friday concert series, providing event space downtown and marketing for each event.
3. Provide the following website and social media support to members of the KDMA:
 - a. Website directory listing all current KDMA members in good standing. Deadlines for roster submission will be communicated to KDMA leadership annually.
 - b. One (1) event per merchant posted to the online calendar per month.
 - c. Four (4) social media posts per year (per merchant) to highlight and promote the merchant.

- d. Opportunity to submit one (1) blog post per year; content can be advertorial in nature but should be educational and not be strictly announcing goods, services, or events.
 - e. A form for submittal of website and social media information, to include guidelines regarding required image resolution, event details, and business descriptions.
4. Provide KDMA members the ability to participate in the sale of retail merchandise featuring downtown branding elements, subject to logo use approval.
 5. Work with City Staff to review any requests for merchant use of the Downtown logo, as logo ownership is held by the City of Kennesaw.

The KDMA agrees to:

1. Pay an annual website maintenance fee of \$1200 to the KDDA to support ongoing maintenance of the Downtown Kennesaw website and social media channels.
2. Provide information required to maintain merchant directory listings and social media highlights in a timely manner.
3. Coordinate and execute the First Friday concert series, including talent acquisition, table sales, and event set-up.
4. Coordinate with members on the availability and placement of branded Downtown Kennesaw retail merchandise.
5. Seek approval prior to using the Downtown logo digitally or on any printed promotional items (including but not limited to: retail items for sale, flyers, and other marketing materials). KDMA will follow all established brand standards when seeking approval to use the logo.
6. Support the Downtown Kennesaw brand by using brand specific hashtags in merchant social media posts and by displaying the Downtown Kennesaw logo in member businesses.

[SIGNATURES TO FOLLOW ON NEXT PAGE]

FOR THE KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY:

Signature

Title

Date

FOR THE KENNESAW DOWNTOWN MERCHANTS ASSOCIATION:

Signature

Title

Date

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