



**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY**  
**DRAFT REGULAR MEETING MINUTES**  
**SEPTEMBER 14, 2021**  
**CITY HALL TRAINING ROOM**  
**7:30 A.M.**

- I. Call to Order:** Meeting called to order at 7:31 am by Chair Mark Allen
- a. Members present: Mark Allen, David Lyons, Chad Howie, Leslie Steinle (via Zoom), Britt Doss
  - b. Staff present: Luke Howe, Miranda Taylor, Fred Bentley, Jr (legal)
- II. Approval of Minutes**
- a. Draft Meeting Minutes from the 8.10.21 regular meeting were reviewed. David Lyons made a motion to approve the minutes as presented; seconded by Britt Doss. Motion approved with a vote of 5-0.
- III. Announcements/Public Comment:** None
- IV. Financials**
- a. Financial Report as of 8.31.21: David Lyons presented the financial report, with an ending cash balance of \$83.03. David inquired about the plan for covering KDDA expenses in light of the current account balance. Miranda Taylor advised the board that Finance will track and pay required KDDA expenses (but no discretionary spending) from the general fund Economic Development budget as a loan until the return of the KDDA's outstanding investment dollars. Upon receipt of the investment revenue, KDDA will reimburse all expenses paid from the general fund. David also asked if there was resolution to his question about the "contribution" line item shown in the fund equity section of the balance sheet. Miranda shared with the board that this entry is related to a prior contribution to the KDDA for a specific project; the journal entry outlines it was for the purpose of a site investigation/inspection, which was performed and paid for in a prior fiscal year. David Lyons made a motion to approve the financials as presented; seconded by Britt Doss. Motion approved by a vote of 5-0.
- At 7:36 am, the agenda was taken out of order, skipping to New Business, item VI.a.
- V. Old Business**
- a. Eternal Holdings/SchoolHouse Village Investment Update (Bentley): Due to a conflict of interest, Chad Howie excused himself from the meeting at 8:16 am and was not present for the discussion of this agenda item. Fred Bentley, Jr. presented a summary of the agreement they are working on with the attorney for Eternal Holdings, which will put in place project benchmarks (tied to City approvals) to trigger the return of the KDDA's investment dollars. Eternal Holdings has agreed to escrow the funds for this purpose. The KDDA is required to advertise this item for 30 days, after which KDDA can approve the agreement. The deadline for a legal ad to run on 9/17 is noon on 9/14 (today); if the legal ad is placed beginning 9/17 then KDDA can meet to consider the agreement on 10/19. David Lyons made a motion to authorize staff to place the required legal ad for the escrow agreement; seconded by Britt Doss. Motion passed with a vote of 4-0 (Howie not present for the vote). Chad Howie rejoined the meeting at 8:20 am.
  - b. Purchase and Sale Agreement – 2570 Cobb Parkway
    - i. Inspection Period Extension (Bentley): Fred Bentley, Jr. reviewed the request from the purchaser regarding extension of the inspection period. Purchaser's attorney sent a document to Bentley, Bentley, & Bentley for review; Fred has proposed additional language to add to the agreement to allow for the closing to occur not later than 11/30/21. This is based on knowing the date that the project is scheduled to go before Mayor & Council (for a setback variance application), and allow for the 30-day appeal period that follows any Mayor & Council decision. Fred also pointed out that Core is still storing equipment on the site (per a previous agreement) and would need to be notified to remove the stored materials based on the scheduled closing date. Fred will send the updated language to staff and communicate it to the purchaser's attorney. The extended closing date would also provide some flexibility with any funding restrictions from the bank in consideration of the appeal period following the M&C action. David Lyons made a motion to allow the continuation of the contract with the amended language proposed by Fred Bentley, Jr. with the drop-dead

date for closing set at 11/30/21. Motion seconded by Britt Doss. Motion passed with a vote of 4-0 (Howie abstained).

- ii. Parcel Subdivision/Split: Darryl Simmons explained to the board that there is a request from the applicant to subdivide the parcel into 2 lots to allow for development of the self-storage facility and separate marketing of the portion fronting Cobb Parkway to be used for office/retail. Staff would like to work with the applicant to initiate the parcel subdivision in conjunction with their project review/approval in order to not create any further development delays for the project. The purchaser needs this step to be taken care of in order to close. No action required by the KDDA on this item.
- c. Farmers Market Discussion: Miranda Taylor shared feedback received from Jennifer Lynch, who managed the market this year on behalf of the First Baptist Church (full summary attached to the minutes). The board expressed appreciation to the church for being willing to take on the project this year to ensure that it was still offered to the community. The board discussed the overall performance of the market in the past couple of years. The number of vendors was down this year and there were few farmers/vendors with fresh veggies and fruits, which is what draws most customers to the market. There was some conversation about the best location for the market; the best performing years of the market were when it was held at the Depot, and the board discussed whether they should consider moving it back to Depot Park. The day of the market was also discussed. On Wednesday afternoon we are competing with the Smyrna market. We have previously held the market on Monday afternoons, but with several restaurants and retail merchants closed on Mondays it may not create as much synergy as possible going forward on Mondays. KDDA asked Miranda to research the days and times of other area markets to see if there are better options for our market day. The board also discussed how to move forward with management of the market, and asked staff to update the RFP that was previously used to solicit management services and bring it to the next meeting to discuss. No action required by the KDDA on this item.

## **VI. New Business**

- a. CBD Project Application: Bulldog Acquisitions; 2652 S. Main St. – item taken out of order, following presentation of the Financial Report. Tyler Gaines, representing TPA Residential, joined the meeting via Zoom and presented the details of the CBD project application for 2652 S. Main Street. The project is a proposed mixed-use including approximately 65 for-sale townhomes, 385 class-A multifamily units, 10,00-25,000 SF of commercial space along South Main Street (potential brewery or food hall), 5,000 – 10,000 SF of commercial on the interior of the project (small professional office or similar use), and structured parking (deck). The applicant plans to incorporate streetscape/greenspace improvements along South Main to mimic and continue the Gateway Park aesthetic, providing additional greenspace and connectivity to downtown. The target sales price of the townhomes is expected to be \$350,000. Darryl Simmons shared with the board that the application is in line with the city's CBD goals for connectivity to downtown, housing mix, and expansion of the central business district down Main Street. Our comprehensive plan goals include adding more CBD projects in this area. The applicant has completed a traffic impact study which the City expects to receive shortly. The City has also asked the developer to include a portion of the project as workforce housing to offer more affordable options, and they have agreed to do so. The board asked Tyler to explain more about what that means, and he explained that they have proposed that 5% of the multifamily units be earmarked for workforce/affordable units, which would be priced at a percentage of the local AMI (average median income), usually this rate is 1/3 of AMI, but they have worked with jurisdictions that request a different percentage. Parks Huff, the applicant's attorney, was present at the meeting and also shared information about the applicant's business plan, anticipated price points, and unit mix. Fred Bentley, Jr. advised the applicant of the distance requirements from the post office (as a Federal building) for any alcohol permits; these distance requirements can be waived by Mayor & Council but we want to be sure the applicant understands that restriction and that it will need to be addressed in the business/alcohol license process. Britt Doss asked if they anticipated the apartments being filled with KSU students; Tyler and Parks shared that they do not anticipate there being very many students to rent here. They restrict the number of leases that allow a co-signer (no more than 5% of units), which should limit the number of student residents. David Lyons asked for clarification on the grade of the site and the elevations of the buildings; Tyler explained that the site is pretty flat overall which will allow the site design to offer appropriate scale for the area. Britt Doss expressed concern with the potential transient nature of the apartments; he would prefer to see the units be condos and/or cater to long-term investors in the area. David Lyons made a motion to approve the CBD application by Bulldog Acquisitions as presented; seconded by Leslie Steinle. Vote taken: 3 ayes (Allen, Lyons, Steinle), 1 nay (Doss), 1 abstain (Howie). Motion passes with a vote of 3-1, with 1 abstention. Agenda returned to the normal order of business (Old Business, item a) at 8:15 am.
- b. Elect KDDA Secretary: David Lyons suggested Britt Doss consider filling the role of Secretary; after clarification of the expectations of the role Britt agreed to the nomination. David Lyons made a motion to elect Britt Doss as Secretary and authorize him as an additional check signer for the KDDA. Chad Howie seconded the motion. Motion passed with a vote of 4-0, with Doss abstaining.
- c. Authorize additional KDDA Check Signer – action taken en masse with the previous agenda item.

## **VII. Executive Session – Land, Legal, Personnel: None**

- 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**

- a. Holiday Market Planning update: Miranda Taylor shared a planning update with the board. Miranda, Luke, and Leslie have been working with 2 volunteers from the Art & Culture Commission to outline plans for a holiday market. The current plan is to hold the market in conjunction with Parks & Recreation's "A Day with Santa" event on Saturday, December 4, with hours from 10am – 7pm, giving shoppers a chance to shop prior to the parade and Santa event or during the event. We plan to issue a call for artists/vendors within the next week, and we will have a review process to select vendors; it will not be an open registration where all who apply can rent a booth. We have made inquiries with KSU regarding having some costumed carolers to provide entertainment. Jill Smith and Glenna Krongold (co-owners of Turquoise Otter), representing the Kennesaw Downtown Merchants Association, were in attendance and discussed ways that the downtown merchants could participate/support the event. The KDMA would like to incorporate a mini-concert if possible; staff will reach out to Parks and Recreation to see how that would fit in with their entertainment plan for Day with Santa and if it is possible to do this year. This is definitely something that we are interested in; Leslie and Miranda had already discussed with the planning group adding a Friday night concert to the market for 2022. No action is required by the KDDA at this time; we will continue to share information on the market as it is developed.
- b. Mark Allen reminded the board that the Beer & Wine Festival is coming up on October 30. We have secured the maximum number of food vendors/sponsors that the event can support, however there are still opportunities to recruit other sponsors for the event. Mark sent out the sponsor packet to the board previously.
- c. David Lyons asked about the status of the benches discussed at the last meeting. Miranda shared that Public Works has repaired the broken benches on Main Street (near the underpass) and have budgeted for 5-6 bench replacements in FY 22. Bench replacements will follow the downtown materials standard that the city has adopted and will look like the black ornate metal benches that were recently installed near the Lewis House project. Mark asked Miranda to email him the materials standard, as he would like the KDDA to work on finding some businesses to sponsor benches to aid in raising funds for additional bench replacements.

**IX. Economic Development Director Comments:** No comments for today's meeting. Luke will send a written project update to the board next week.

**X. Adjourn:** With no further business to discuss, David Lyons made a motion to adjourn; seconded by Britt Doss. Motion passed with a vote of 5-0. Meeting adjourned at 9:12 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 October 12, 2021**

## 2021 Farmers Market Season Summary

Overall vendors loved the location.

Positives: more parking, easy in and out access, bathrooms nearby

Vendors: We had 18 full-season vendors and 5-7 walk-ups each week.

We extended the season because vendors asked me to but then most of them ended up bailing the last week. Definitely recommend we run it at the end of May - the start of school and then end it. After school started back it was hard for vendors and our customer numbers went down.

We had 2 meat/pork vendors, 1 vegetable (full season), 2 walk-up vegetable sellers, 1 full season peaches/pecans, 6 cottage food vendors, coffee roasters, fresh-cut flowers, tamales, jewelry, handmade soaps, body butter, honey, essential oils, doormats, cooking sauces, etc. We definitely need more fruit and veggies vendors-I heard this consistently from customers every week.

Market Day: Vendors were surveyed and the majority like Wed. nights, a few suggested we move to Tuesdays as we conflict with other markets but I think that's going to be the case no matter what.

Hours: generally people liked the evening because they felt we had more walk-up customers who stopped on their way home from work. We were open 3:30-7 pm. Thinking next year maybe we should open 4-7 or 5-8 pm. It's so hot on that lot and it starts to get better about 6 or so when the sun goes behind the church.

Church Support: the staff was extremely helpful, seating up tables and chairs every week, blocking off the location, providing bounce houses for the kids weekly along with taking care of the trash.

Signage: Miranda was great about getting signs for us including handicapped ones for parking. It does take about 2 hours to put signs out each week-we really could use assistance with that from the city.

When I was out of town I don't think as many were put out. We do need some that say "Food Truck" or "Food Trucks" to put out next year. We will also need about 40 new stakes.

Marketing/Social Media: I did consistently update the Facebook page and listed vendors weekly. I also would advertise the food truck that was going to be on-site each week. Also, tried to update it regarding canceling due to the weather, etc.

Food Trucks: They do draw people to the market but with the number of people who attend we really can't attract more than one each week. They only showed up about 50% of the time which was difficult and unprofessional. I now know which ones I can count on.

Honestly, the weather was not our friend and we had rain 50% of the entire market season. Which kills our food trucks business too. Nothing we can do about it but it certainly made things hard.

Only had one nasty walk-up vendor who basically put the market down and the veggie vendor we had on-site all season. He came once and when he inquired again, I politely told him after insulting vendors who had been there all season and all the hard work we had done to build the market, it would be better for him to find another market to sell at.

Thanks, I hope all this information helps.

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*Jennifer Johnson-Lynch*