



KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY
DRAFT REGULAR MEETING MINUTES
JANUARY 11, 2022
CITY HALL TRAINING ROOM
7:30 A.M.

- I. Call to Order:** The meeting was called to order at 7:30 am by Chair, Mark Allen.
- a. Members present: Mark Allen, David Lyons, Lexie Newhouse, Mary Jo Groeneveld, Leslie Steinle, Britt Doss
 - b. Staff present: Luke Howe, Miranda Taylor, Councilmember Doc Eaton (Liaison), Councilmember Tracey Viars
 - c. New members Lexie Newhouse and Mary Jo Groeneveld were appointed and sworn-in since the last KDDA meeting. Both introduced themselves to the group. Welcome to the team, Lexie and Mary Jo!
- II. Approval of Minutes**
- a. Draft Special Called Meeting Minutes 10.19.21: David Lyons made a motion to approve the minutes as presented; seconded by Britt Doss. Vote taken; motion passed with vote of 3-0 with 3 abstaining (Yay: Allen, Lyons, Doss; Abstain: Steinle, Newhouse, Groeneveld; Steinle was not present for the 10/19 meeting; Newhouse and Groeneveld were not sworn in nor present at the time of the 10/19 meeting).
 - b. Draft Executive Session Minutes 10.19.22: David Lyons made a motion to approve the executive session minutes as presented; seconded by Britt Doss. Vote taken; motion passed with vote of 3-0 with 3 abstaining (Yay: Allen, Lyons, Doss; Abstain: Steinle, Newhouse, Groeneveld; Steinle was not present for the 10/19 meeting; Newhouse and Groeneveld were not sworn in nor present at the time of the 10/19 meeting).
- III. Announcements/Public Comment:** None
- IV. Financials**
- a. Financial Report as of 12.31.21: Leslie Steinle presented the financial report. David Lyons asked why there were two loan payments posted in December; two payments were posted based on the timing of deposits and processing deadlines around the holidays. Doc Eaton inquired about the purpose of the monthly Collier payment; this payment is for the KDDA's rental of the BurgerFi space, based on our lease agreement for that property. Further to this question, Mark Allen provided an overview of the BurgerFi project/agreement to the new members. David Lyons made a motion to approve the financials as presented; seconded by Britt Doss. Vote taken; motion passed unanimously by a vote of 6-0.
- V. Old Business**
- a. 2021 Beer Festival Recap: Mark Allen provided a recap of the 2021 Beer Festival. The October event was challenging due to weather and the event was competing with several sporting events (including the World Series, which we had no way to predict!). We still ended up earning around \$1300 from ticket sales, and around \$2300 from sponsorships. We increased the sponsorship dollars this year which was good, and would be good to continue to increase sponsorships going forward. For 2022, the event will move back to Depot Park in April, which should be a more favorable time. Mark will approach the event organizers to request the following changes: 1) that we have all printed marketing material in-hand 45 days prior to the event; 2) that there be more social media marketing for our event; and 3) that there will be no other beer festival events stacked around our date. Proposed date for 2022 is April 22, but Mark will confirm before the next meeting. No action required.
 - b. Holiday Market Recap: Leslie Steinle and Miranda Taylor provided a recap of the 2021 Holiday Market. The market was huge success! We were blessed with great weather and a good crowd at Day with Santa, which definitely helped with foot traffic at the market. Vendors were pleased with the day's performance and many asked to be included in any future markets that we plan. Miranda shared the numbers: 80 vendors applied to participate; 41 vendors were accepted; 27 vendors paid fees and participated in the market. KDDA earned approximately \$1600 from vendor fees. Promotional shopping bags featuring the market logo were (500) were given away at the event. Zoning staff joined Miranda at the tent during the event to do complete community surveys for the upcoming Comprehensive Plan update; this was a good opportunity for them to reach a different/wider demographic than they would normally reach via public meetings at City Hall. For next year, Miranda recommends starting to plan much earlier (try to have all vendors confirmed by early-to-mid October), coordinate with Parks on a different venue so

that the market can still coordinate with Day with Santa, brainstorm on the best/most effective ways to expand the market, and consider how to add lighting if the market hours will extend past sunset (depending on the venue). No action required.

VI. New Business

- a. 2022 Farmers Market Planning: Mark Allen and Miranda Taylor discussed plans for the upcoming Farmers Market season. The proposal is to move the event back to Depot Park; the new parking lot is available for market set-up through July 4, after that we can move into the park/trail area for the last few weeks of the season (vendors will need to walk their items in as there is no vehicle access to the trail area). Miranda will handle vendor relations, including advertising for vendors, accepting/reviewing applications, vendor selection, payment, and booth assignment as well as social media presence for the market. We will need to identify a person who can serve as the on-site coordinator for each market day; this person would be responsible for ensuring all vendors are using their assigned spaces, putting out temporary FM signage, and handling any day-of logistics. We would also like to have more KDDA member presence at the market each week for visibility and community engagement. The proposed dates for the market are April 4 – August 1, each Monday from 3:30 – 7:00pm. Discussion included troubleshooting the need for vendors to walk product into the park and possibly asking for assistance from Parks & Recreation with gators to help with loading/unloading. KDDA also discussed whether to include food trucks in the event; Mark Allen will reach out to a reputable local food truck operator to get a better sense of the status of the food truck market and whether it will be feasible to include food trucks this season. No action required, however the board requested that Miranda and Mark continue with planning and provide an update at the February meeting.

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. Doc Eaton advised the board that Mayor & Council will act on the agenda item related to the Budgetel parcel split at the 1/18 M&C meeting.
- b. David Lyons inquired about the status of downtown benches. Miranda advised that Public Works has moved some benches around to update the Main Street benches that were in disrepair. In addition they budgeted to replace/upgrade several benches in the current fiscal year, and will continue to budget for replacements in future years so that the benches are upgraded to the new metal (more durable and decorative) style.
- c. Mark Allen advised the board that the new pizza restaurant, Vessuvio's is now open for dinner service. Stop in and try it soon!

IX. Economic Development Director Comments: Luke Howe provided updates on the following projects:

- a. Budgetel: parcel split was requested/required by the buyer's lender. Following action by M&C, we will schedule closing. We anticipate closing to be scheduled by the end of the month.
- b. SchoolHouse Village: staff continues to work with the owner to find development solutions
- c. Tug parcel: The parcel was rezoned in December with a site plan to include 318 apartments, 44 townhomes, neighborhood retail below apartments, and a larger commercial space (for a food hall, etc.) on Main St. They will need to construct a parking deck to support the requested retail uses; staff will work with them to outline appropriate incentives to support the parking deck, and will bring this to KDDA at an upcoming meeting.
- d. By-Gone Treasures parcel: this parcel is under contract with a site plan forthcoming.
- e. Collier Building: still working through foreclosure issues with the lender.

X. Adjourn: With no further business to discuss, David Lyons made a motion to adjourn, seconded by Britt Doss. Motion passed unanimously with a vote of 6-0. Meeting adjourned at 8:46 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 February 8, 2022