



**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY  
REGULAR MEETING AGENDA  
AUGUST 10, 2021  
CITY HALL TRAINING ROOM  
7:30 A.M.**

- I. Call to Order**
  
- II. Approval of Minutes**
  - a. Draft Special Called Meeting Minutes 7.20.21
  
- III. Announcements/Public Comment**
  
- IV. Financials**
  - a. Financial Report as of 7.31.21
  
- V. Old Business**
  - a. Farmers Market Season Update
  - b. SchoolHouse Village Investment Update
  
- VI. New Business**
  - a. Discussion: KSU Homecoming/Parents Weekend; Sharon Brownlow
  - b. Discussion: Christmas Market planning
  
- 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 September 14, 2021**



**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY  
DRAFT SPECIAL CALLED MEETING MINUTES  
JULY 20, 2021  
CITY HALL TRAINING ROOM w/ Zoom Option (Link Below)  
8:00 A.M.**

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

**Join Zoom Meeting**

<https://us02web.zoom.us/j/88333844082?pwd=UIJVTjRmZkV6REFMYVVTs2FVMDIikQT09>

- I. Call to Order:** The meeting was called to order by Chair, Mark Allen, at 8:02 am
- a. Members present: Mark Allen (via Zoom), Chad Howie, David Lyons, Anne Langan, Britt Doss
  - b. Members absent: Leslie Steinle
  - c. Staff Present: Luke Howe, Miranda Taylor, Derek Cox
- II. Approval of Minutes**
- a. Draft Executive Session Minutes 5.11.21: Draft executive session minutes were reviewed. Anne Langan made a motion to approve the May 11 Executive Session Minutes; seconded by David Lyons. Vote taken: Mark Allen (yay), Chad Howie (abstain), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 4-0, with one abstaining.
  - b. Draft Special Called Meeting Minutes 5.25.21: Draft meeting minutes were reviewed. Britt Doss made a motion to approve the minutes as presented; seconded by Anne Langan. Vote taken: Mark Allen (yay), Chad Howie (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 5-0.
  - c. Draft Executive Session Minutes 5.25.21: Draft executive session minutes were reviewed. David Lyons made a motion to approve the May 25 Executive Session Minutes; seconded by Anne Langan. Vote taken: Mark Allen (yay), Chad Howie (abstain), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 4-0, with one abstaining.
- III. Announcements/Public Comment:** None
- IV. Financials**
- a. Financial Report as of 6.30.21: David Lyons presented the financial report, with an ending cash balance of \$2,270.63. Anne Langan made a motion to approve the financial report as presented; seconded by Britt Doss. Vote taken: Mark Allen (yay), Chad Howie (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 5-0.
- V. Old Business**
- a. Project update – SchoolHouse Village Investment: Luke Howe provided an update on the KDDA’s investment; our attorney is working with the owner’s attorney to outline the terms of the return of the investment dollars. Legal is also working with them on the terms of the required road abandonments and anticipate handling both items concurrently. Staff will keep the board informed as more substantive updates are available. No action required at this time.
- VI. New Business**
- a. CBD Project Amendment – Galt Commons Phase 2: Applicant Chad Howie, on behalf of Sanctuary Development, presented the amended CBD Project application for Phase 2 of Galt Commons. Phase 2 will be located on the west side of the current Phase 1 project, encompassing the property located at 2971 Cherokee Street. The project will include 16 additional single family homes (for sale). Approximately eight (8) units will include a 1-car garage; all units will have a dedicated driveway, and they are exploring adding electric vehicle charging stations based on inquiries from prospective buyers. The price point is currently starting at \$329,000. Sanctuary will replace/upgrade the current sidewalk fronting both phases of Galt Commons. David Lyons inquired regarding the status of an HOA for Phase 2, and whether it would be incorporated into the same covenants as Phase 1, and what property management items the HOA will provide. Mr. Howie confirmed that Phase 2 will be incorporated into the same HOA covenants as Phase 1, and the HOA will cover all exterior grounds maintenance, exterior painting on all units, and roofing on all units. Anne Langan inquired about the overall construction timeline and when vertical

construction will begin on the current phase. Mr. Howie advised that they anticipate starting to pour foundations in Phase 1 within the next two weeks (weather permitting) and will begin vertical construction once the interior road network is laid out and gravel has been installed. They will begin vertical construction on lots 1 and 28 (currently permitted as model homes), and then the remaining homes will begin construction following the filing of the final plat and addressing (as addresses are required to pull building permits) – hopefully in +/- 30 days. Mr. Howie also advised that marketing videos for Galt Commons are available on YouTube, if any KDDA members would like to view them. David Lyons made a motion to approve the CBD Project Amendment for Galt Commons as presented; seconded by Anne Langan. Vote taken: Mark Allen (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 4-0. (Mr. Howie did not participate in the vote since he was the applicant)

- b. **Downtown Branding/Marketing Plan:** Miranda Taylor presented an overview of the results of the recent downtown perception survey conducted by the City's Communications team, as well as an outline of an RFP conducted for a branding/marketing plan. The anticipated deliverables of such a plan will include: logo creation for downtown, a tagline development, brand standards guide, launch strategy and brand awareness campaign, downtown photoshoot (photos for use on marketing collateral and digital platforms), downtown/tourism focused website/landing page, and promotional video. The anticipated cost of the plan is \$20,000. As the key stakeholder group for downtown development, staff requested KDDA to consider funding the plan, by approaching the Kennesaw Development Authority for a loan (to be paid back when future KDDA revenues/return of investment are received). The board discussed the timing and merits of the plan and came to a consensus that it was prudent to invest in the branding and marketing effort now, so that it can be used as new developments, businesses, and amenities come online. The board also discussed involving members from other key City groups (ex. KDA, Historic Preservation Commission, Art & Culture) as stakeholders during the review process to ensure that the brand is one that will be supported and used effectively. David Lyons made a motion to approve asking KDA for the \$20,000 loan to fund the branding/marketing plan, and to move forward with execution of the plan. Chad Howie seconded the motion. Vote taken: Mark Allen (yay), Chad Howie (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 5-0.
- c. **Election of KDDA Secretary:** KDDA member Gary Hasty has moved to Texas, creating a vacancy on the board and in the office of secretary. David Lyons nominated Anne Langan for the secretary position, and Anne accepted. David Lyons made a motion to approve Anne Langan as the new secretary for KDDA; seconded by Britt Doss. Vote taken: Mark Allen (yay), Chad Howie (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 5-0. Thank you to Gary Hasty for his years of service to the KDDA and thank you to Anne Langan for agreeing to serve in this role!
- d. **Authorize new KDDA Secretary as check signer:** The KDDA secretary is one of the officers authorized to sign checks for board, and newly elected officers need to be officially added with the bank. David Lyons made a motion to authorize Anne Langan as the newly elected secretary to be a KDDA check signer; seconded by Britt Doss. Vote taken: Mark Allen (yay), Chad Howie (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 5-0.

**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. David Lyons inquired about the status of downtown benches; Miranda Taylor advised that the inventory report was shared with Public Works and they are scheduling the required cleaning/maintenance. There was also some money requested in the Public Works budget for next fiscal year to replace a few of the downtown benches.
- b. Anne Langan requested that we schedule another round of downtown project tours for interested board members.

**IX. Economic Development Director Comments: None**

- X. Adjourn:** With no further business to discuss, David Lyons made a motion to adjourn; seconded by Britt Doss. Vote taken: Mark Allen (yay), Chad Howie (yay), David Lyons (yay), Anne Langan (yay), Britt Doss (yay). Motion passed with a vote of 5-0. Meeting adjourned at 9:27 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 August 10, 2021**

Kennesaw Downtown Development Authority  
Operating Cash Activity  
For the Month Ended July 31, 2021

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|  |                           |
|--|---------------------------|
| Beginning Cash   | \$ 2,270.63               |
| Cash Receipts:   |                           |
| BurgerFi Rent  | 3,376.53                  |
| Interest Earned  | 4.63                      |
|  | <hr/>                     |
| Total Cash Receipts  | 3,381.16                  |
|  | <hr/>                     |
| Cash Disbursements:  |                           |
| David Collier  | 700.00                    |
| Reimburse General Fund for KDDA charges paid with E.D. credit card | 100.00                    |
| City of Kennesaw loan payments                                     | 2,693.74                  |
|  | <hr/>                     |
| Total Cash Disbursements   | 3,493.74                  |
|  | <hr/>                     |
| Ending Cash  | <u><u>\$ 2,158.05</u></u> |

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Kennesaw Downtown Development Authority  
Bond Series 2019 Project Account - Budgetel  
From Inception To Date Through July 31, 2021

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|   |                             |
|---|-----------------------------|
| 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                   |
| Interest Earned                                   | <u>1,704.14</u>             |
| Total Cash Receipts                               | <u>482,907.34</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                   |
| Reimburse KDDA Operating for Earnest Money        | 10,000.00                   |
| Budgetel Expenditures - Fencing, Site Work, Legal | 15,549.11                   |
| Demolition  | 74,000.00                   |
| Cobb County Superior Court Bond Fees              | 181.00                      |
| Nelson Mullins Legal Service 2019 Bond Issue      | <u>483.23</u>               |
| Total Cash Disbursements                          | <u>229,710.13</u>           |
| Ending Cash                                       | <u><u>\$ 253,197.21</u></u> |

**CITY OF KENNESAW**

**Balance Sheet By Fund**

**July 31, 2021**

FUND 760: KDDA FUND

| Account Number           | Account Name                           | Beginning Balance     | CPTD Debit         | CPTD Credit        | CYTD Debit          | CYTD Credit         | Ending Balance        |
|--------------------------|--|-----------------------|--------------------|--------------------|---------------------|---------------------|-----------------------|
| <b>ASSETS</b>            |  |                       |                    |                    |                     |                     |                       |
| 760.0000.11.111200.00000 | OPERATING ACCOUNT - STATE BANK & TRUST | 6,433.63              | 3,376.53           | 3,493.74           | 37,250.19           | 41,525.77           | 2,158.05              |
| 760.0000.11.112100.00000 | KDDA FACADE - STATE BANK & TRUST       | 3,448.32              | 0.00               | 0.00               | 45.36               | 0.00                | 3,493.68              |
| 760.0000.11.112900.00000 | PROJECT FUND SERIES 2019               | 334,190.55            | 0.00               | 40,608.75          | 224.16              | 81,217.50           | 253,197.21            |
| 760.0000.11.710500.00000 | LAND HELD FOR RESALE                   | 2,599,868.70          | 0.00               | 0.00               | 0.00                | 0.00                | 2,599,868.70          |
| <b>Total Assets</b>      |  | <b>\$2,943,941.20</b> | <b>\$ 3,376.53</b> | <b>\$44,102.49</b> | <b>\$ 37,519.71</b> | <b>\$122,743.27</b> | <b>\$2,858,717.64</b> |
| <b>LIABILITIES</b>       |  |                       |                    |                    |                     |                     |                       |
| 760.0000.12.110000.00000 | ACCOUNTS PAYABLE                       | \$ 5,398.80           | \$ 700.00          | \$ 700.00          | \$ 12,746.80        | \$ 7,348.00         | \$ 0.00               |
| 760.0000.12.190500.00000 | DUE TO GENERAL FUND                    | 1,251.57              | 100.00             | 0.00               | 1,351.57            | 100.00              | 0.00                  |
| 760.0000.12.253500.00000 | NOTE PAYABLE-CITY OF KENNESAW-CURRENT  | 31,350.83             | 0.00               | 0.00               | 0.00                | 0.00                | 31,350.83             |
| 760.0000.12.254000.00000 | NOTE PAYABLE - CITY OF KENNESAW        | 47,916.87             | 0.00               | 0.00               | 0.00                | 0.00                | 47,916.87             |
| 760.0000.12.260000.00000 | DEPOSITS PAYABLE                       | 3,000.00              | 0.00               | 0.00               | 0.00                | 0.00                | 3,000.00              |
| <b>Total Liabilities</b> |  | <b>\$ 88,918.07</b>   | <b>\$ 800.00</b>   | <b>\$ 700.00</b>   | <b>\$ 14,098.37</b> | <b>\$ 7,448.00</b>  | <b>\$ 82,267.70</b>   |
| <b>FUND EQUITY</b>       |  |                       |                    |                    |                     |                     |                       |
| 760.0000.13.120000.00000 | ENCUMBRANCE                            | (7,865.28)            | 0.00               | 0.00               | 448.00              | 448.00              | (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              | 0.00               | 0.00               | 448.00              | 448.00              | 7,865.28              |

|                                   |                        |                              |                           |                           |                            |                            |                              |
|-----------------------------------|------------------------|------------------------------|---------------------------|---------------------------|----------------------------|----------------------------|------------------------------|
| 760.0000.13.422000.00000          | F/B UNRES-UNDESIGNATED | 2,852,523.13                 | 44,002.49                 | 3,376.53                  | 554,316.90                 | 475,743.71                 | 2,773,949.94                 |
| Total Fund Equity                 |                        | <u>\$2,855,023.13</u>        | <u>\$44,002.49</u>        | <u>\$ 3,376.53</u>        | <u>\$555,212.90</u>        | <u>\$476,639.71</u>        | <u>\$2,776,449.94</u>        |
| Total Liabilities and Fund Equity |                        | <u><u>\$2,943,941.20</u></u> | <u><u>\$44,802.49</u></u> | <u><u>\$ 4,076.53</u></u> | <u><u>\$569,311.27</u></u> | <u><u>\$484,087.71</u></u> | <u><u>\$2,858,717.64</u></u> |



**CITY OF KENNESAW**  
**Income Statement by Fund**  
**For the Period Ending July 31, 2021**

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                 |   |                     |                     |                               |                             |                     |                             |
| 760.0000.34.758500.00000 | BEER FESTIVAL REVENUE                     | 8,500.00            | 8,500.00            | 0.00                          | 0.00                        | 8,500.00            | 100.00%                     |
| 760.0000.36.100000.00000 | INTEREST REVENUES                         | 300.00              | 300.00              | 0.00                          | 351.11                      | (51.11)             | (17.04%)                    |
| 760.0000.38.100700.00000 | RENTS&ROYALTIES(BURGERFI)<br>2844 S. MAIN | 39,150.00           | 39,150.00           | 3,376.53                      | 33,568.60                   | 5,581.40            | 14.26%                      |
| 760.0000.39.110000.00000 | KDDA OPS - CITY FUNDING                   | 451,914.00          | 451,914.00          | 0.00                          | 441,824.00                  | 10,090.00           | 2.23%                       |
| 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           |   | <u>\$581,082.00</u> | <u>\$581,082.00</u> | <u>\$ 3,376.53</u>            | <u>\$ 475,743.71</u>        | <u>\$105,338.29</u> | <u>18.13%</u>               |
| EXPENDITURES             |   |                     |                     |                               |                             |                     |                             |
| 760.7550.52.121000.00000 | LEGAL SERVICES                            | 15,000.00           | 15,000.00           | 0.00                          | 348.00                      | 14,652.00           | 97.68%                      |
| 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                          | 0.00                        | 500.00              | 100.00%                     |
| 760.7550.52.231000.00000 | RENTAL OF LAND & BUILDNG                  | 8,400.00            | 8,400.00            | 700.00                        | 7,000.00                    | 1,400.00            | 16.67%                      |
| 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                          | 0.00                        | 500.00              | 100.00%                     |
| 760.7550.52.350000.00000 | TRAVEL                                    | 750.00              | 750.00              | 0.00                          | 0.00                        | 750.00              | 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              | 0.00                          | 100.00                      | 500.00              | 83.33%                      |

|   |  |              |              |               |               |              |         |
|---|--|--------------|--------------|---------------|---------------|--------------|---------|
| 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          | 490.00        | 710.00       | 59.17%  |
| 760.7550.58.110100.00000                          | PRINCIPAL -LOAN FROM CITY-<br>BURGERFI     | 31,351.00    | 31,351.00    | 2,623.99      | 26,093.00     | 5,258.00     | 16.77%  |
| 760.7550.58.110200.00000                          | PRINCIPAL - SERIES 2001                    | 410,000.00   | 410,000.00   | 0.00          | 410,000.00    | 0.00         | 0.00%   |
| 760.7550.58.210100.00000                          | INTEREST - SERIES 2001                     | 28,224.00    | 28,224.00    | 0.00          | 28,224.00     | 0.00         | 0.00%   |
| 760.7550.58.230000.00000                          | INTEREST-SERIES 2019                       | 81,218.00    | 81,218.00    | 40,608.75     | 81,217.50     | 0.50         | 0.00%   |
| 760.7550.58.230100.00000                          | INTEREST-\$300K LOAN FROM<br>CITY BURGERFI | 974.00       | 974.00       | 69.75         | 844.40        | 129.60       | 13.31%  |
| Total Expenditures                                |  | \$581,082.00 | \$581,082.00 | \$ 44,002.49  | \$ 554,316.90 | \$ 26,765.10 | 4.61%   |
| Excess (Deficiency) of Revenues over Expenditures |  | \$ 0.00      | \$ 0.00      | \$(40,625.96) | \$(78,573.19) | \$ 78,573.19 | 0.00%   |