



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

- I. Call to Order:** Meeting called to order by Chair Mark Allen at 7:34 am
- a. Members present: Mark Allen, David Lyons, Anne Langan, Leslie Steinle
 - b. Members absent: Chad Howie, Britt Doss
 - c. Staff present: Luke Howe, Miranda Taylor, Fred Bentley, Jr (legal), Tracey Viars (Council liaison)
- II. Approval of Minutes**
- a. Draft Special Called Meeting Minutes from the 7.20.21 meeting were reviewed. David Lyons made a motion to approve the minutes as presented; seconded by Anne Langan. Motion passed unanimously.
- III. Announcements/Public Comment**
- a. Larry Singleton introduced himself; he is a local realtor and has an office in downtown Kennesaw. He is attending to observe and understand more of what is happening in downtown. Larry stated that he also does work in neighboring cities and attends DDA meetings in those cities as well, to stay informed.
Agenda taken out of order at this point; please see item V.b.
- IV. Financials**
- a. Financial Report as of 7.31.21: Leslie Steinle reviewed the financial report. Ending cash balance is \$2,158.05. David Lyons asked for an explanation of two line items on the Balance Sheet – line item 760.0000.13.2300 (Contribution – Cap-Developers) and 760.0000.13.4115 (F/B Res for Encumbrances). He wanted to know what those items were used for and if they are things that the board could be using for business development/business support projects. Miranda Taylor stated that she would ask Finance to provide an overview of those items to the board. David Lyons made a motion to approve the financial report as presented; seconded by Leslie Steinle. Motion approved unanimously.
- V. Old Business**
- a. Farmers Market Season Update: This item discussed out of order following item V.b, to complete discussion of Old Business. Mark Allen and Miranda Taylor gave a brief overview of the performance of the market this season, as observed when they attended. The final market day of the season is scheduled for August 11. Mark pointed out that while the board doesn't really want/need to be in the business of managing a Farmers Market (they only want to sponsor it) there is the opportunity to move it back to the Depot next season to a more central and recognizable downtown location. He asked the board to consider whether this would be preferable for next year. The board agreed that they would like to invite Jennifer Lynch, current market manager on behalf of the First Baptist Church, to attend next month's meeting to give a more complete market recap and discuss next steps. Miranda will coordinate with Jennifer.
The meeting returned to the normal order of the agenda at this point (7:46 am)
 - b. SchoolHouse Village Investment Update: This item was discussed out of order (at 7:36 am), following item III, in consideration of attorney Fred Bentley Jr.'s time. Fred reviewed the most recent information received related to the KDDA's investment in the SchoolHouse Village project. The current owner is looking for an investment partner, and have agreed, in principle (still need to get an agreement in writing) that they will escrow the \$100,000 with a third party escrow agent, to be paid upon the following conditions: A) the expiration of 6 months (as they are currently attempting to find another developer to make use of the property) and; B) at that point we will extend, through the city, the holding of their ability to get the right of way (tied to the roadway abandonment that the City currently has the opportunity to sell that right of way at present). One of the requirements in the development agreement was an exchange of City right of way for new developed right of way (a newly realigned road). That has not occurred at present. A similar arrangement has been completed with Core Property Capital, and the development for SchoolHouse Village will need to meet the same formula whereby the exchange benefits the City in a greater amount than what the City gives in exchange. This will allow us to move the right of way action 6 months out, while ensuring that the money is in place and that the KDDA will receive the returned money by the end of the 6 month time frame. Legal will continue to work on finalizing the required documents between the City/KDDA, Eternal Holding, and Keene St JV. KDDA member David Lyons asked Fred if the board needed to vote on any of these items this morning. Fred confirmed that the board did not need to take action today; they have previously authorized

legal to pursue this agreement. Fred will bring the documents to KDDA at a future meeting for approval and signatures.

Agenda continued out of order with item V.a to complete all Old Business discussions.

VI. New Business

- a. Discussion: KSU Homecoming/Family Weekend: Sharon Brownlow, Director of Family and Parent Programs at KSU attended to discuss homecoming and family weekend. She initially thought the KDDA was the merchants group, but would also like to discuss with the board any ways that they might be able to support/partner with KSU on this event either this year or in the future. For 2021, Family weekend is October 15-17 and will include an opening reception at the Embassy Suites, several campus activities including the homecoming football game on 10/16, and a closing brunch. Ideally, she would like to see if any downtown merchants would be willing to offer discounts to Family Weekend participants, tours of their business (where appropriate; Apotheos has already offered a tour of the roastery), and any opportunity to offer fun downtown activities to encourage families to visit downtown. Sharon mentioned that Miranda had provided information about a couple of City events already happening that weekend and will connect her with the Southern Museum and Smith-Gilbert Gardens. Miranda also explained that to do anything more (like host a music or art event with tabling, etc) would require working through the Events Committee process, which we unfortunately don't have time for this year, but we can touch base early in 2022 to discuss ideas and complete an event application. The board suggested that Sharon connect with Jill at Turquoise Otter, as she is the main contact for the Downtown Merchants Association. No action required on this item at this time.
- b. Discussion: Christmas Market planning: Miranda reminded the board of a discussion last year regarding events, where a Christmas Market was proposed. We would like to revisit this discussion and see if we can bring something like this to Kennesaw. Leslie Steinle originally proposed the idea, and she shared a bit of her vision for the event. The board discussed options and agreed it would be a worthwhile project to pursue. Miranda and Leslie will connect before the next meeting and start to work on specific details. No action necessary at this meeting; a definite plan will be presented at the next 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. David Lyons inquired about project updates including the TUG parcel (a rezoning application has been submitted) and Budgetel (sale will close 30 days after site plan approval). He also inquired about the status of the downtown benches (Miranda will request an update from Public Works) and asked about the newly installed electronic marquee on Cherokee St – why is it not operational? (Staff will ask Communications/Public Works as this is part of the truck route signage project).
- b. Mark Allen shared that the Beer Festival is set for Oct 30; Atlanta Beer Festival (event manager) does not want to cancel or change the date unless there is a specific public health emergency declaration from the City. They are currently expecting around 1700 attendees. KDDA needs to work on securing general sponsors and food truck sponsors. Mark has a sponsor packet and will forward that to board members to use when approaching businesses for sponsorships. Miranda reminded the board that a few sponsors were refunded last year when the event was postponed; at the time they all indicated an interest in renewing the sponsorship when a 2021 date was secured. We had several discussions this morning that referenced the merchants association; Mark asked Miranda to invite Jill to the next meeting so that the board can discuss ideas with her.

IX. Economic Development Director Comments

- a. Luke Howe provided general project updates on the following: Collier Building, Common Grounds Plaza, Eggtober Fest (possible recruitment of a new corporate event), and the ByGone Treasures parcel.
- b. The board engaged in a discussion of code enforcement in the downtown area, and urged staff to ensure that code enforcement was responding to reported concerns.

- X. Adjourn:** With no further business, David Lyons made a motion to adjourn; seconded by Anne Langan. Motion passed unanimously. Meeting adjourned at 8:39 am.

The next scheduled meeting of the Kennesaw Downtown Development Authority will be 7:30 a.m. on September 14, 2021