



**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING MINUTES**  
**March 12, 2019**  
**Mayor & Council Chambers**  
**7:30 A.M.**

- I. Call to Order:** The meeting was called to order at 7:30am by Chair, Mark Allen.  
Members present: Chad Howie, David Lyons, Donna Hogan, Gary Hasty, Mark Allen.  
Staff present: Bob Fox, Miranda Taylor  
Guests present: Mary Whitlock, Tracey Viars
- II. Approval of Minutes** – Minutes from the February 12, 2019 (Regular) and March 1, 2019 (Special-Called) meetings were reviewed. Chad Howie made a motion to approve both sets of minutes as presented; seconded by Donna Hogan. Vote taken; motion passed unanimously, 5-0.
- III. Announcements/Public Comment** - None
- IV. Financials**
- (a) Financial Report: David Lyons reviewed the prepared financial report. Beginning cash balance: \$26,818; Cash receipts: \$3,278; Cash Disbursements: \$2,693; Ending cash: \$27,413.
  - (b) Invoice from Bentley, Bentley, & Bentley, \$891.00  
David Lyons made a motion to approve the financial report and the legal invoice as presented; seconded by Gary Hasty. Vote taken, motion passed 4-0-1 (Howie abstained).
- V. Old Business**
- (a) Special Projects for Downtown Update: Bob Fox provided an update on the following special projects:
    - a. Depot Park – Construction and grading is scheduled to start later this month
    - b. Public Art – There is a ribbon cutting on 3/8 for the installation of the decorative manhole covers designed by KSU Master Craftsman Program. Sculpture and a shade structure will be installed at Gateway Park later this month, with a ribbon cutting scheduled in late April for Georgia Cities Week.
    - c. Staff is working on outlining the next phase of the Wayfinding Signage Project and exploring a replacement of the digital marquee downtown.
  - (b) Beer Festival – April 27, 2019: Mark Allen provided data on past ticket sales. In 2017 approximately 1500 tickets were sold; in 2018 approximately 1700 tickets were sold. For 2019, the organizer anticipates between 1850-2000 tickets to be sold. Sanctuary Companies is coordinating installation of power with city staff. Sponsor outreach for the event continues. Staff did confirm with Police that the SSN and notary are required for Beer Festival volunteers.
  - (c) Plaza Furniture (Underpass): Chad Howie stated that the furniture is here and stored at his warehouse, but we need 3 clear days in a row to be able to complete the paint touch-up that is needed. Once this is completed he will coordinate installation of the furniture.
  - (d) Farmers Market/Dinner at the Depot Planning: Marketing cards for Farmers Market vendor outreach/recruitment will be available for KDDA members to review later this week.

**VI. New Business**

- (a) Review of RFP submittals for Dinner at the Depot/Farmers Market Management Services:  
There were 2 responses to the RFP for management services. Mark Allen advised the board that he had submitted a response to the RFP and needed to recuse himself from the discussion. Mark Allen signed the Conflict of Interest form and left the meeting at 7:48 am; David Lyons, as Vice-Chair, took over running the meeting. Following Mark Allen's departure from the meeting, Miranda Taylor distributed copies of the RFP responses to the KDDA members. Two responses were received: one from Mark Allen/Lazy Guy Distillery, and one from Alois Johnson. Board members reviewed each response and compared to the requirements outlined in the RFP document. The Allen proposal provided a comprehensive outline of how the events would be planned and managed each week. The Johnson proposal provided resumes and references of past work, but did not provide specifics related to managing the Farmers Market and Dinner at the Depot weekly events. Based on the pricing outlined by each response, the board found the pricing to be almost identical, with the only difference being that the Johnson proposal suggested a revenue share with the KDDA on any sponsorships sold by the event manager. Board members discussed the information presented in each proposal and the experience outlined with the Kennesaw Farmers Market and Dinner at the Depot events. David Lyons made a motion to approve the proposal submitted by Mark Allen/Lazy Guy Distillery, contingent upon the addition of a revenue share with KDDA of sponsorships sold by the event manager. The revenue share percentage is to be outlined in the management services contract. Gary Hasty seconded the motion. David Lyons called for a vote; vote taken and the motion passed 4-0, with Mark Allen absent from the vote.

Following the vote, Mark Allen was called to rejoin the meeting; he rejoined the meeting at 8:18 am and resumed running the meeting as chair. The board shared their questions regarding the contingency mentioned in the approval of the Lazy Guy proposal. Mark Allen agreed to the contingency and agreed to work out the percentage as a part of the management contract to follow.

**VII. Board Comments**

David Lyons commented that he is looking forward to a good year for Farmers Market and Dinner at the Depot and thinks the proposed changes to both events will be positive.  
Chad Howie asked what options exist for signage to recognize sponsors at the Farmers Market/Dinner at the Depot, especially if we are able to secure some sponsors for the whole season? Currently there are no permanent sponsor recognition signs, but this is certainly something we can explore if it would help secure ongoing sponsors.

**VIII. Community Development Director Comments: No additional comments**

**IX. EXECUTIVE SESSION – Land, Legal, Personnel**

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).

**IX. ADJOURN**

With no further business to discuss, David Lyons made a motion to adjourn, seconded by Gary Hasty. The motion passed unanimously and the meeting adjourned at 8:33 am.

Minutes recorded and submitted by:  
Miranda Taylor, Economic Development Specialist

**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 April 9, 2019**