



LAWRENCEVILLE DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Meeting Minutes
Tuesday, May 27, 2014 / 7:00 PM
City Hall - GwMA Conference Room on 3rd Floor
70 South Clayton Street

- 1.0 CALL TO ORDER** – David Still, Chairman, called the meeting to order at 7:00pm.
- 2.0 QUORUM** - David Still, Chairman, recognized a quorum with 5 members present – DH Malcolm, Penny Cogdill, Parker Gann, Mike Reedy and David Still. PK Martin arrived late but by agenda item 6.0 to the meeting and there remains an open position on the board to be appointed by the Mayor.
- 3.0 MINUTES** – David Still, Chairman, called for approval of the April meeting minutes with a few minor changes that he noted in grammar and punctuation. Mike Reedy motioned to approve with changes. Parker Gann seconded the motion and the motion carried 5-0.
- 4.0 AGENDA** - David Still, Chairman, called for approval of the May Meeting Agenda, DH Malcolm motioned to approve. Mike Reedy seconded the motion and the motion carried 5-0.
- 5.0 TREASURY REPORT** – D.H. Malcolm, Treasurer, presented the spreadsheet of activity since last month. Ending balance in the general account as of 5/23/2014 was \$71, 387.08. Current balance on the money market account as of 5/23 was reported at \$797,483.56. Mike Reedy motioned to approve the treasurers' report. Penny Cogdill seconded the motion and the motion carried 5-0. David Still noted that he and DH were working on how to track funds through grants, etc, and would be presenting some additional information in a later board meeting in 2014.
- 6.0 OLD BUSINESS – David Still, Chairman**
 - a. Heritage Trail Medallion Name Selection Update – Lisa Sherman, executive director, deferred to Jenny Savoy, secretary, to provide the update. Jenny shared the first draft of both the process and the application and posed a question to the board on the first step of the process, recommending that there be a set time period for open application. The board determined to open up the application process for 60 days from March 15 – May 15, 2015, noting that marketing during the pre-application period would need to be done. David Still requested that he and Mike be sent a revised copy for review prior to dissemination to the board. For the application, Parker Gann recommended that there be a middle initial required to properly identify each individual. The board recommended an “organization” blank be included as well as an “individual” blank (if

applicable). Word count should be 375 words (instead of 2 paragraphs). "Name as you'd like it to appear on the medallion" should be included somewhere on the application. Parker Gann requested that the qualification guidelines be included in the process sheet. The board identified that there were two that came this year for Rhodes Jordan and Margaret Wynn-Holt. David recommended that these two nominators be given a copy of the final process and then open the process up for a time period of June 1-July 15, making the selection during discussion at the July and August meetings and then announce at the beginning of September. Mike motioned to begin the process June 1-July 15 of 2014. DH Malcolm seconded the motion and the motion carried 5-0. Jenny Savoy committed to having the updated process and application sheet out to the board for review by May 28, 2014, so the process could be marketed and promoted beginning June 1 as per the motion.

- b. By-Laws Update – David Still, Chairman, shared that the group is still working through this process.

7.0 NEW BUSINESS – David Still, Chairman, led this discussion and moved right into point 'a'.

- a. Main Street Program Event – Lisa Sherman, shared that as a new Mainstreet City, it was time to begin working on new ideas to implement under the Mainstreet Program and developing brand. Lisa Sherman proposed an opportunity to collaborate with the Aurora Theatre for the first Mainstreet program and organize a "Chalk Walk" with the Aurora staff to both begin activity under the "Mainstreet Lawrenceville" brand and promote Aurora's Season Opener – Mary Poppins. Sherman requested that the Mainstreet Board approve both a financial commitment of \$2500 for professional chalk artist Anthony Capetto to do a 20x20 3D canvas during the week of July 14, \$500 for travel expenses and \$500 for prizes to be given to contest winners. Parker motioned to approve the concept and allow Mainstreet staff to organize with the Aurora staff and implement the program for July 19. Mike Reedy seconded the motion. PK Martin arrived to the meeting at this time. DH Malcolm recused himself from the discussion and vote due to his employment at the Aurora. The motion carried 5-0.
- b. Main Street Work Plan Update – Jenny Savoy, shared a copy of the work plan and noted that there were several deadlines approaching including the creation of Mainstreet by-laws, vision statement, organization of committees, etc. Both Jenny Savoy and Lisa Sherman committed to having drafts of these items for the June meeting as an initial review by the board. David Still noted that staff could most likely obtain copies from another Mainstreet City to get the ball rolling and borrow best practices. Lisa Sherman added that the diverse funding sources included everything from capital projects and gateway entry point projects to alcohol excise tax and hotel motel tax funding. She shared that Mainstreet comprises multiple activities across a broad spectrum of responsible parties in the City to achieve a common point where all things can be organized, recorded, communicated and filtered.

Jenny Savoy re-emphasized that as the Downtown Development Coordinator she is driving all things Mainstreet and would communicate a copy of the work plan to the board in advance of the next meeting.

- c. Heritage Trail Brochure and Map by LTTA – Lisa Sherman requested that this item be tabled to the next meeting.

8.0 OTHER BUSINESS – Board Discussion. Mike Reedy shared that the plaques for the Heritage Trail have been ready for months for the first 8 names selected a couple years ago. Mike spoke to Dennis Billew and is waiting on Dennis to give the final word to install. Mike also shared that the Visitor Center maintenance project will continue tomorrow, May 28, with extra hands and will stay on the project until it is completed. Mike Reedy also shared a design for parking deck signage, noting that he would get together with Lisa Sherman and DH Malcolm on the details to complete the project. David asked for any additional items to be presented. There were no additional items.

9.0 CITIZEN COMMENTS – There were no citizen comments. DH Malcolm motioned to enter executive session for the purpose of real estate discussion. PK Martin seconded the motion and the motion carried 6-0.

10.0 EXECUTIVE SESSION – Three matters of real estate were discussed during executive session with two votes resulting from that discussion. The board approved by vote of 6-0 to enter a contract for \$380,000 each on the 181 Pike Street and 225 Pike Street properties. David Still would move forward with these negotiations as the Chairman of the DDA. The board also approved by vote of 6-0 to make an offer to Junebug Properties for the Blue House on East Crogran St. of \$100K plus \$5,000 in earnest money and close in 30 days. Lisa Sherman said she would take this offer back to the property owners.

11.0 ADJOURNMENT DH Malcolm motioned to adjourn the meeting. Mike Reedy seconded the motion and the meeting was adjourned with a vote of 6-0 at 8:56pm.