



LAWRENCEVILLE DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Meeting
January 28, 2013 / 7:00 PM
18 South Clayton Street, Lawrenceville, Ga

MINUTES

- 1.0 MEETING CALLED TO ORDER** – David Still, Vice Chair, called the meeting to order
- a. Mike Reedy, Chairman, was unable to attend the meeting so the Vice Chair led the meeting.
- 2.0 QUORUM IDENTIFIED** - David Still, Vice Chair, identified that six DDA board members were in attendance and therefore constituted a quorum.
- 3.0 MINUTES APPROVED** – Minutes from the November 26 meeting were sent electronically to the board for review prior to the meeting. Upon review, Meg Earhart motioned for approval of these minutes. Penny Cogdill seconded that motion. The motion carried 5-0.
- 4.0 AGENDA APPROVED** - The January 28 meeting agenda was presented to the board for review and approval. D.H. Malcolm motioned to approve the agenda for the evening’s meeting. Meg Earhart seconded that motion. The motion carried 5-0.
- 5.0 TREASURY REPORT PROVIDED** – Danny Gravitt, Treasurer, gave an update on the DDA’s financials. The financial report showed a balance after all deposits received and invoices paid of \$31,302.45. D.H. Malcolm motioned to approve the treasury report for January. Meg Earhart seconded that motion. The motion carried 5-0.
- 6.0 OLD BUSINESS DISCUSSED**
- a. Adoption of new markers for the Heritage Trail – David Still, Vice Chair deferred to Lisa Sherman, Executive Director for discussion lead. Discussion led to a dual conclusion. 1) A process should be established for submitting nominations/applications to be considered for future Heritage Trail Medallions. 2) Any and all suggestions would be received until such a time when enough had been collected to require the DDA meet to evaluate the suggestions and determine which names should be incorporated into the next “wave” of heritage trail medallions; in addition, criteria for qualification should also be established. Lisa Sherman tasked with looking at former discussion recorded in the July-August of

2009 or 2010 meeting minutes according to Meg Earhart. Parker Gann motioned to have Lisa Sherman, Executive Director, research best practice nomination qualifications + application process and bring recommendations to the next meeting. D.H. Malcolm seconded that motion. The motion carried 5-0.

- i. Tandy Keith Herrington to be considered for a Heritage Trail Medallion – Placed on a list of recommendations received to be held for future consideration.
 - ii. Additional recommendations (if any were received) – No additional recommendations had been received by any board members.
- b. Façade Grants – David Still, Vice Chair, deferred to Lisa Sherman, Executive Director, to lead discussion. Lisa Sherman recommended that this item be tabled for the next meeting when Mike Reedy, Chairman, could be present to lead it. Parker Gann motioned to have this item tabled until the next meeting. Meg Earhart seconded that motion. The motion carried 5-0.
- c. ‘National Historical District’ Designation Reapplication Process – Parker Gann provided an update on researching how the City obtains its historical designation. It is still in the research phase as he seeks to determine the steps to take in reapplying for this designation with the State.
- d. Revolving Loan Fund Project – Lisa Sherman, Executive Director, presented an overview of RLFs to the board of directors including an example out of Pittsburgh where RLFs were used to fund retail and service-oriented business concepts to attract businesses that add to a city’s downtown culture. Meg Earhart motioned to approve Lisa Sherman’s request that LS be allowed to pursue the research and development of a proposed similar program for Lawrenceville. D.H. Malcolm seconded the motion. The motion carried 5-0.

7.0 NEW BUSINESS DISCUSSED

- a. Board Certification and Training Updates for DCA – Lisa Sherman, Executive Director, brought to the Board’s attention that requirements for certification were being requested by DCA for recording purposes. All board members certified that they had – in their first year of service – been through the required certification program. Lisa Sherman was tasked with determining whether or not renewal of a term for an officer of the board required that they once again attend the certification program for that new term.
- b. Census Information Submission – David Gussio, Counsel, was unable to attend due to medical reasons. Lisa Sherman, Executive Director, updated the board on the progress of this application citing Mr. Gusto’s latest communication that this was being handled

by him and would be complete in the coming weeks. Meg Earhart motioned to table this item until the next meeting when David Gussio could be present to give an update.

Penny Cogdill seconded the motion. The motion carried 5-0.

- c. Update on Conference - D.H. Malcolm attended a Downtown Conference last fall and reported that Lawrenceville is basically doing what it should be to support development and growth of its downtown. There were no new ideas at this conference presented that the City was not already implementing.
- d. Historic Marker for 550 Trackside – David Still, Vice Chair, deferred to Lisa Sherman, Executive Director for further explanation of this agenda item. Lisa Sherman updated the board on 550 Trackside’s recent recognition with the Historical Preservation Society for the renovation of this facility. The owner was requesting a city signage be placed on this property. The board agreed that because it is not a city-owned building, a city sign is not possible; however, the board did discuss the possibility of a historical marker [plaquard] like the ones currently installed in select places downtown. After discussion on this possibility, the board determined that this should be married to the Heritage Medallion project in process research and instructed Lisa Sherman to include this possibility in researching a qualification and application process. David Still presented Charleston, SC, as an example for this process and Meg Earhart suggested the consideration of a co-op program for the plaquards. D.H. Malcolm motioned to respond to 550 Trackside congratulating them and letting them know that a city sign is not possible, but research will be done to determine qualifications along with the possibility of a historic marker for projects such as this one. Parker Gann seconded the motion. The motion carried 5-0.
- e. Board Appointment for Architectural Review Board – David Still, Vice Chair, shared that the Downtown Architectural Review Board (DARB) was still waiting on an appointment from the DDA board for the 2013 year. D.H. Malcolm motioned to appoint David Still to this seat. Parker Gann seconded the motion. The motion carried 5-0.
- f. Update on Opportunity Zone Application Process – Lisa Sherman, Executive Director, updated the DDA on opportunity zone application with the city. The City Council approved Bleakly and Assoc. to work on the application for the entire URA. Paperwork for that agreement is being finalized and Bleakly will begin work in the coming weeks.

8.0 OTHER BUSINESS

- a. Mayor Judy Jordan Johnson briefly addressed the subject of the Caboose and shared with the DDA board that City Council had turned down the business’s offer to donate it to the City due to the fact that there was no place to put it.

- b. The Mayor updated the DDA on the Mayor's Conference:
 - i. The Mayor attended the Georgia Mayor's Conference over the previous weekend where she learned about some exciting programs/tools for business development that are typically led out of local DDA's for their respective cities including the Boomtown Program, Main Street Program, GMA's Title 36, Preservation Tax Program, Opportunity Zones, Renaissance Act (HB128) and Revolving Loan Funds.
- c. The Mayor also addressed the DDA at the conclusion of her presentation (above) clearly stating the Council's expectation of the DDA to drive development for the downtown, identify projects and ideas for growth and bring those before Council for review and consideration.
- d. Linda Nash with the Train Depot also presented additional information on the flooring in the depot and the need for replacement of that flooring. Danny Gravitt and Parker Gann committed to go to the Depot with Mike Reedy and look at the flooring so that they could better determine how to evaluate the quotes Linda had obtained. It was determined by the DDA board that at least 3 quotes should be obtained based on Danny, Parker and Mike's assessment for the portion (or all) of the floor to be replaced. Danny Gravitt motioned to have the team identified above visit the Depot for assessment. Parker Gann seconded the motion. The motion carried 5-0.
- e. After the Depot discussion, Parker Gann addressed his desire to see improved and continued communication between the City Council and the DDA board as it pertained to Bond Deals. He also advocated that the DDA should be exploring opportunities for doing more of these in the future, of which a portion of any interest collected on the sale could then possibly fuel seed money for the revolving loan project discussed earlier in the evening.
- f. Lisa Sherman, Executive Director, shared that Bob Baroni has offered up 3rd floor of city hall as a new meeting spot for the DDA board. Meg Earhart motioned to move meetings to this location beginning February 25. Parker Gann seconded the motion. The motion carried 5-0.
- g. Lisa Sherman, Executive Director, also shared that the City has offered to allow DDA the ability to track and record meeting agendas and minutes in their electronic system, Minute Traq. She also explained that due to the size of information in the binders, they were no longer able to be added to without the need to purchase new ones. Lisa Sherman recommended that a file be created – that could be brought to every council meeting – with all the pertinent information currently housed in the DDA members'

binders and that file should be stored in her office at City Hall for access to anyone needing it for referential purposes. Meg Earhart motioned to move to an electronic system as soon as we are able to make the transition with the city's system with hard-copy folder access as specified above. D.H. Malcolm seconded the motion. The motion carried 5-0.

9.0 FUTURE AGENDA ITEMS – There were no future NEW agenda items identified in this meeting.

All future agenda items will be pulled from follow-up actions as outlined in these meeting minutes and put on the February 25 agenda for continued discussion and/or decision-making opportunity.

10.0 CITIZEN COMMENTS – There were no citizen comments at this meeting.

11.0 ADJOURNMENT – David Still, Vice Chair, called the meeting adjourned at approximately 9:00pm.