



LAWRENCEVILLE DOWNTOWN DEVELOPMENT AUTHORITY
Board of Directors Meeting
THURSDAY, May 30, 2013 / 7:30 PM
City Hall - GwMA Conference Room on 3rd Floor
70 South Clayton Street

MINUTES

- 1.0 CALL TO ORDER** – Mike Reedy, Chairman, called the meeting to order at 7:36pm
- 2.0 QUORUM** - Mike Reedy, Chairman, recognized a quorum of five board members. Meg Earhart and Parker Gann were noted as absent.
- 3.0 MINUTES** – Mike Reedy, Chairman
 - a. Review and Approve April 22 Meeting Minutes – D.H. Malcolm motioned to approve. David Still seconded the motion. Motion carried 5-0.
 - b. Review and Approve April 4 Special Call Meeting Minutes – David Still motioned to approve. D.H. Malcolm seconded the motion. Motion carried 5-0.
- 4.0 AGENDA** - Review and Approve May 30 Meeting Agenda - D.H. Malcolm motioned to approve. Penny Cogdill seconded the motion. Motion carried 5-0.
- 5.0 TREASURY REPORT** – Danny Gravitt, Treasurer
 - a. Alcohol Tax Payment Update – The check was received at the meeting for \$30,642.75.
 - b. Bank Statement Update – Without the alcohol deposit, balance is \$20,945.23.
 - c. Historic Registry Application Invoice - D.H. Malcolm motioned to approve the \$750 payment. David Still seconded the motion. Motion carried 5-0.
- 6.0 OLD BUSINESS** – Mike Reedy, Chairman
 - a. Update on Historic Registry Application – Mike Reedy, Chairman, does not have an update from the last meeting. He expected it would be a while for the process to take effect.
 - b. Update on Master Plan and Council Input – Mike Reedy, Chairman, deferred to Lisa Sherman who presented the updated list to Council at the May work session. Sherman reported the following:
 - i. The council asked about the priorities of the items on the list. At the work session, the Mayor cited that the DDA was working on the Historic Registry, Wayfinding Signage Updates (additions). Lisa added that beyond the list of projects in front of them, the DDA is currently working to incorporate some

incentive tools around Façade Grants in addition to the board familiarizing themselves further with revolving loan fund tools available through both the State of Georgia (DCA) as well as Georgia Cities. Council encouraged the DDA to continue to pursue opportunities where creative financing - traditionally worked through a DDA - could be an option as the market picks up and developers begin to look for opportunities. The latest bond deal with the college was cited as one example. In addition, it was mentioned that the alcohol tax funding could be a source of revenue used for certain projects as well.

- c. Update on DDA Boundary Maps for the Website – Lisa Sherman, Executive Director. Lisa Sherman reported that these were posted to the website. Penny cited that there was an error occurring with opening the document. Lisa to check into this matter.
- d. Update on Lift Cost and Ramp for Train Depot – Danny Gravitt, Treasurer – Danny shared that in his research, he did discover that the cost of the ramps were more expensive the more esthetically pleasing they were. The standards are met through the other ramp on the building and therefore do not need to be met on the front ramp. Bottom line, what is there is acceptable.

7.0 NEW BUSINESS – Mike Reedy, Chairman

- a. Redevelopment Forum and Brochure Partnership – Lisa Sherman, Executive Director shared that the DDA has an opportunity to support sponsorship of the Gwinnett Redevelopment Forum coming to the Aurora Theatre in October 2013. She stated that since the Forum is being held in the downtown and focuses heavily on revitalization, the DDA should consider sponsorship of this event. Sponsorship would be at \$3,000 and includes marketing in conjunction with promotion of the Forum out of Partnership Gwinnett, tickets to the event and a marketing study (one of 3 cities to be offered this value-add) similar to the Chattanooga study presented to the board at the meeting. This would provide a breathing document that would outlast the event and give economic development a ready-made marketing piece for developers. D.H. Malcolm motioned to approve the \$3,000 sponsorship. David Still seconded the motion. Motion carried 5-0. Lisa Sherman to obtain invoice and send to Danny Gravitt for payment.
- b. Programs Development Discussion – Board Discussion – Tabled to next meeting. David Still motioned to approve tabling. Penny Cogdill seconded the motion. Motion carried 5-0.
- c. LCI Hearing on May 30 – General Discussion – Marie Beiser reported that 80 people showed up for the public hearing and Kimley-Horn rep. John Walker advised that the project is still about 3 years out due to federal funding.

- d. “FREE” Parking Signage Discussion – Board Discussion – Mike Reedy suggested that we add “free” decal to the wayfinding signage where parking is listed. Mike also suggested a FREE parking sign on the Kiosks. DH recommended that the sign on the fence be changed to include FREE in the description. David suggested that the merchants could have signs in their establishments. Marie Beiser suggested that signs for “FREE Parking LEFT Lanes” be stationed at the entry points of Crogan as you come into the City (Directional signage). DH requested that “Aurora Entrance” be added to whatever parking signage changes do occur. No motion was made.
 - e. City Update – Judy Jordan Johnson, Mayor – In the mayor’s absence, Council woman Marie Beiser provided an update. The underground utilities were turned on for the Lawrenceville Lawn project. The College Corridor project is still underway and the City is in the process of acquiring the right-of-way to pursue the project proposal. The funding is still being assessed. Forest Hills is set to have new curbs installed. Curb and gutter replacements are also being done on Craigdale Street. Mike Reedy inquired about the street-scaping project approvals from a couple of years ago and who to speak with regarding next steps.
- 8.0 OTHER BUSINESS** – DH inquired about an economic development strategy discussion. Lisa communicated that an RFP will be presented in June. Lisa to follow up with Connie Tabor and Ann Arnold to discuss DDA training.
- 9.0 FUTURE AGENDA ITEMS** – No items were identified.
- 10.0 CITIZEN COMMENTS** – Linda Nash invited the group to come visit the Train Depot to see the changes that were made as a result of the renovations. Marie Beiser suggested that there be some benches or rocking chairs be placed out front of the Depot.
- 11.0 EXECUTIVE SESSION** – D.H. Malcolm motioned to enter executive session for the purpose of discussing real estate. Penny Cogdill seconded the motion. Motion passed 5-0.
- a. During executive session, one matter of real estate was discussed.
 - b. D.H. Malcolm motioned to adjourn from executive session back into the general session. David Still seconded the motion. Motion carried 5-0.
- 12.0 ADJOURNMENT** – Danny Gravitt motioned to adjourn. David Still seconded the motion. Motion carried 5-0.