

**Lawrenceville Downtown Development Authority
Board Meeting Minutes
August 25, 2008**

DDA MEMBERS PRESENT: Mike Reedy (Chair), Marie Beiser (Vice Chair), Danny Gravitt (Treasurer), Larry Still, John Heard.

OTHERS PRESENT: Tony Powell (Webb, Tanner, Powell, Mertz & Wilson), Dr. Judy Johnson (City Council), Rex Millsaps (Mayor), Mike Crow (City Council), David Gussio (WTPMW), Private Citizens and Property Owners.

The Board members of the Lawrenceville Downtown Development Authority met on Monday, August 25, 2008 at 7:00 pm at Old City Hall in Lawrenceville, GA. David Gussio, of WTPMW, kept the minutes of the meeting.

1.0 – Call to Order – Mike Reedy called the meeting to order at 7:05 pm.

2.0 – Quorum – It was determined that a quorum was present.

3.0 – Minutes – Marie Beiser made a motion to approve the July 28 minutes, which was seconded by Danny Gravitt. The motion passed unanimously.

4.0 – Agenda Approval – Following the approval of the minutes, John Heard made a motion to approve the agenda, which was seconded by Larry Still. The motion passed unanimously.

5.0 – OLD BUSINESS

5.1 – Signage/Wayfinding - Update

Representatives of Sky Design returned for a second presentation. Mike Reedy introduced Sky Design and explained the project. Sky Design began the presentation by discussing an “outside – in” approach whereby they would begin with key gateways into the City. Sky Design noted that there are different types of signs that should be implemented in the different phases of the project. The first phase includes gateways, kiosks, and historic signs. The second phase includes secondary gateways, regulatory signs, and trailblazers. The third phase includes parking identification and destination identification. The estimated hard costs are \$75,000.00 per phase, while the estimated soft cost for the entire project will be between \$25,000.00 and \$30,000.00. Sky Design indicated that it will take approximately two (2) months to complete the conceptual development. John Heard noted that local businesses would need to adopt the same design or theme for any new signage to have much impact. There followed general discussion regarding amending or adopting a new sign ordinance. Marie Beiser expressed her concern over the current clutter caused by too many Lawrenceville signs without a shared theme or style. Thus, taking down many of the signs that are in place will be as important as putting up new ones. There followed general discussion about lighting. Marie Beiser made a motion for Sky Design to prepare a more specific proposal for the project that would include costs. Larry Still seconded the motion and it passed unanimously.

5.2 – Trolley Service Update

Mike Reedy reported that he attended the LDA special call meeting and borrowed \$10,000.00 from the LDA. Much of this money was used to pay Jerry Moore for July and August trolley services. Mr. Reedy noted that the DDA's contract with Jerry Moore terminates at the end of August, so the DDA needs to decide what course of action to take with respect to the trolley. Because there are insufficient funds, either from the DDA or from marketing, to enter a new contract, John Heard made a motion to not renew the contract with Jerry Moore and to issue a press release to notifying the public of the trolley's last day of service. The motion was seconded by Larry Still and passed unanimously.

6.0 – NEW BUSINESS

6.1 – DDA Revenue Streams Discussion

Discussion was opened by listing possible revenue streams such as the liquor tax, the hotel/motel tax, and issuing bonds. There followed general discussion regarding the issuance of bonds and inviting representatives of Brand Bank or Kilpatrick Stockton to attend a DDA meeting and discuss the DDA's possibilities for future bond deals. Danny Gravitt noted that while issuing bonds is a good way for the DDA to make money, it is not an immediate solution. An immediate solution would be obtaining the funds collected under the liquor tax. There followed general discussion regarding budgets. The Mayor suggested that to avoid budgeting obligations, the DDA could simply bring desired projects to the City Council and ask for funding on a per project basis. Tony Powell noted all of the benefits the City has received from the overlay ordinance the DDA drafted. Even though those benefits do not show up as money flowing through the DDA's books, there is a huge financial benefit to the City from the quality development attracted by the ordinance. Danny Gravitt made a motion to go before the City Council and request the proceeds from the liquor tax from the tax's inception to the present as well as all future money collected under the liquor tax. The motion was seconded by Marie Beiser. General discussion followed where Danny Gravitt discussed amending his motion to create a budget before asking the City for the funds. Mr. Gravitt's original motion, whereby the DDA would immediately go before City Council and ask for the Liquor tax funds, passed unanimously.

7.0 – Citizen Comments

A representative from Little River Grill suggested that, with regard to the presentation from Sky Design on signage, the DDA focus more on the creation of an image or brand for the City as opposed to focusing on directional signs. He also stated that as a major contributor to the liquor tax funds, he would be very happy to see those funds go to the DDA.

Beverly Dryden, representing the Lawrenceville Neighborhood Alliance, reported the highlights from the latest LNA meeting. The LNA has come up with a vision for where they would like Lawrenceville to go as well as categorized what the LNA sees as the most challenging problems Lawrenceville faces.

A representative of Sparkle spoke simply to clarify that there was at least one downtown merchant that purchased advertising on the trolley. Mr. Reedy thanked the speaker and asked her to be sure to let the DDA know if she had any trouble obtaining a refund for the portion of her advertising that extends beyond the final day of trolley services.

8.0 – Adjournment – The meeting was adjourned at 9:05 pm with a motion from John Heard and a second from Larry Still. The motion to adjourn passed unanimously.

Respectfully submitted by David Gussio.