



CITY OF FOREST PARK
DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING

Thursday, January 26, 2023 at 5:30 PM
Council Chambers

Website: www.forestparkga.gov
Phone Number: (404) 363.2454

ECONOMIC DEVELOPMENT
745 Forest Parkway
Forest Park, GA 30297

MINUTES

Angelyne Butler, *Chairwoman*
Nachae Jones, *Vice Chairwoman*
Jacklyn Faith, *Member*
Nancy Howard, *Member*
Tre Holland, *Member*
Dhaval Shah, *Member*
Eric Stallings, *Member*

MEETING NOTICE:

Due to COVID-19, CDC requirements of Masks and Social Distancing will be adhered.

CALL TO ORDER/WELCOME:

Chairwoman Butler called the Downtown Development Authority meeting on January 26, 2023, to order at 5:30pm.

PRESENT:

Angelyne Butler
Nachae Jones
Jacklyn Faith
Nancy Howard
Tre Holland (left at 5:45 during Executive Session)
Eric Stallings (arrived at 5:44pm)

ALSO PRESENT:

Dr. Marc-Antonie Cooper, City Manager
Mike Williams, City Attorney
Ed Wall, City Financial Advisor
Bruce Abraham, Economic Development Director
Charise Clay, Economic Development Staff Assistant

ABSENT:

Dhaval Shah

APPROVAL OF MINUTES:

1. Approval of December 15, 2022, Meeting Minutes

Jacklyn Faith made a motion to approve the December 15, 2022 meeting minutes. Tre Holland seconded the motion. Motion approved unanimously.

OLD BUSINESS:**NEW BUSINESS:**

2. Approval of 2023 Meeting Calendar

Chairwoman Butler, discussed the meeting calendar:

- The board agreed to continue to meet on the fourth Thursday of the month. The option of Wednesday meetings was presented but low participation on that day prompted the continuous Thursday meetings.

Nancy Howard made a motion to approve the 2023 meeting calendar. Tre Holland seconded the motion. Motion approved unanimously.

3. Joint Economic Development Retreat (February 24-26)

Chairwoman Butler, discussed the Joint Economic Development Retreat:

- It is the Chairwoman's desire that all 3 boards (DDA, DA, URA) come together to have an economic development retreat but is unsure of the participation of the other boards. The dates of February 24-26 are being proposed as the retreat dates. The location has not been solidified. Alternative dates are also options based on board members' participation.

4. The Collaborative Firm Presentation

Trisha Colpetzer, of the Collaborative Firm updated the board:

- She presented the board with visual copies of a three-month update on the firm's publication of city and DDA activities. One of their first activities was to conduct an extensive analysis of the DDA webpage. The firm visited other DDA and Development Authorities webpages to see what could be implemented on the DDA's specific page in the hopes of increasing traffic, making it more user friendly, and aesthetically appealing. A DDA welcome video was added at the top of the page. Board member information and biographies were added to the subpages. The firm will report on its activities quarterly. The firm captured moments at Bulldog's Insurance Distribution Day and the phase II announcement on Main Street so they could be included in press documents, social media, and on the webpage.
- The December edition of the Green Leaf was a digital only edition. Over 2,000 residents, business owners, and stakeholders received the newsletter. A message from the Chairwoman, an LCI update, the Marta investment in Forest Park, Blue Star Studios, and Bulldog Insurance were all featured.
- Mayor Butler conducted an interview with Capitol Analytics to feature the city and its economic development. Capitol Analytics has a global readership of almost 2 million in 52 different countries. In Georgia alone the readership is about 11,000 people. Each board member will receive a digital and hard copy of the publication. The article won't be published until the summer. Around 4,000 copies will be distributed.
- *DDA Today* is a new initiative that includes 15-minute segments that'll be featured on the DDA webpage and on the DDA YouTube page. The *Champions for Forest Park* videos are also on the YouTube page. The first segment is going to be on Marta's investment in Forest Park. The Mayor and the Vice Chairwoman, Nachae Jones, will participate in the first segment. A schedule will be created so each board member will be able to participate in the segments. Segments will be filmed quarterly.

- Looking Forward: SMDO (South Metro Development Outlook) will be on March 8, 2023. It's the largest economic development conference in the South-Metro Atlanta area. Mayor Butler will be featured on a panel with Marta. A new edition of the Green Leaf will be published in March. This edition will be hard copy as well as digital. Hard copies go out to over 7,000 residents and stakeholders while digital copies go out to about 2,000 but these numbers continue to grow. *DDA TODAY* segment 2 will be focused on the film industry and progress at Gillem. Hopefully Blue Star Studios and other entities at Gillem will be willing to participate.
- The DDA has committed to a ½ page ad in Georgia Trends, just like last year. The firm is currently negotiating with GA Trend to do an article on the progress at Gillem. The ad will be published in April.

Trisha confirms she or Michael will be back in April to entertain any questions the group may have and share publications published since their last update.

Nachae Jones made a motion to amend the agenda with item #5. Investor/ Developer Meeting and Tour. Jacklyn Faith seconded the motion. Motion approved unanimously.

- Chairwoman Butler has been communicating with a Spelman Chapter about the *SpelHouse Investor Group*. Conversations have been happening for over a year now. More investors will hopefully be added to the conversation. The group wants to possibly tour the city to see what properties are available. The group may rent a bus from the Recreation Department and have lunch, while discussing potential development ideas throughout the city. March 14 around 11am is the potential tour date and time.

EXECUTIVE SESSION:

(Executive Session may be called for issues concerning Personnel, Litigation or Real Estate)

Nancy Howard made a motion to end the regular meeting and enter executive session at 5:44pm. Tre Holland seconded the motion. Motion approved unanimously.

Nachae Jones made a motion to end the executive session at 7:37pm. Eric Stallings seconded the motion. Motion approved unanimously.

Eric Stallings made a motion to reconvene the regular meeting at 7:37pm. Nancy Howard seconded the motion. Motion approved unanimously.

Nachae Jones made a motion to approve a professional services contract with Atlanta New Homes Marketing. Nancy Howard seconded the motion. Motion approved unanimously.

ADJOURNMENT:

Jacklyn Faith made a motion to adjourn the meeting at 7:38pm. Nancy Howard seconded the motion. Motion approved unanimously.

In compliance with the Americans with Disabilities Act, those requiring accommodation for meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 404-366-1555.