



**CITY OF FOREST PARK**  
**DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING - AMENDED**

Thursday, January 20, 2022 at 5:30 PM  
Council Chambers

**Website:** [www.forestparkga.gov](http://www.forestparkga.gov)  
**Phone Number:** (404) 363.2454

**ECONOMIC DEVELOPMENT**  
745 Forest Parkway  
Forest Park, GA 30297

## AGENDA

**Angelyne Butler**, *Chairwoman*  
**Steve Bernard**, *Vice Chairman*  
**Ed Taylor**, *Secretary*  
**Nachae Jones**, *Member*  
**Eric Stallings**, *Member*  
**Jacklyn Faith**, *Member*  
**Nancy Howard**, *Member*

### MEETING NOTICE:

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

### CALL TO ORDER/WELCOME:

### ROLL CALL:

### APPROVAL OF MINUTES:

- [1.](#) Approval of the December 16, 2021 Meeting Minutes

### OLD BUSINESS:

### NEW BUSINESS:

2. Board Discussion
- [3.](#) Annual Officer Election
- [4.](#) Approval of the 2022 Meeting Calendar
- [5.](#) DDA Virtual Training Opportunity

- [6.](#) DDA Executive Director [added during meeting]
7. Economic Development Retreat [added during meeting]
8. Economic Development Update
- [9.](#) Business Incubator Update

**EXECUTIVE SESSION:**

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

**ADJOURNMENT:**

*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.*



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**MINUTES**

**Angelyne Butler**, *Chairwoman*  
**Steve Bernard**, *Vice Chairman*  
**Ed Taylor**, *Secretary*  
**Nachae Jones**, *Member*  
**Eric Stallings**, *Member*  
**Jacklyn Faith**, *Member*  
**Nancy Howard**, *Member*

**MEETING NOTICE:**

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

**CALL TO ORDER/WELCOME:**

Chairwoman Angelyne Butler called the Downtown Development Authority meeting on December 16, 2021, to order at 5:31 PM.

**Present:**

Angelyne Butler, Chairwoman  
Nachae Jones  
Eric Stallings  
Jacklyn Faith  
Nancy Howard

**Also Present:**

Mike Williams, City Attorney  
Dr. Marc Cooper, City Manager  
Bobby Jinks, Public Works Director  
Bruce Abraham, Economic Development Department Director  
Kisha Bundridge, Economic Development Staff Assistant  
Charise Clay, Economic Development Staff Assistant

**Absent:**

Steve Bernard  
Ed Taylor

**Approval of Minutes**

1. Approval of Minutes from Downtown Development Regular Meeting September 23, 2021
2. Approval of Minutes from Downtown Development Special Called Meeting November 4, 2021

Eric Stallings made motion to approve the proposed Regular meeting minutes from September 23, 2021 & November 4, 2021.

Jacklyn Faith seconded. Roll call for approved. Motion approved unanimously.

**OLD BUSINESS:**

3. Economic Development Department Update

Bruce Abraham, Economic Development Director, updated the board on the following Main Street projects:

- There are 50 townhomes are being built on Main Street, in the \$200,000-\$225,000 price range. Bruce Abraham explained the developer needs a contractor, and their elevation plans have to be approved.
- There are 20 townhomes being built where the old theatre used to be. The old theatre was demolished and cost \$80,000.
- Plans for a deck being built between buildings 771 and 751 on Main Street are under way. Delays are occurring due to foundation issues.
- Zaxby's plans have been approved and supposed to close in January.
- The Development Authority allocated \$200,000 for Façade Grants on Main Street. The grants are to assist business owners on Main Street remodel the front of their buildings, so they look more commercial. The awards are for up to \$25,000 and require a 20% match from the business owner. Three grants have already been awarded.
- The proposed pedestrian bridge starting at Bill Lee Park and ending at Star Park is on hold while the Economic Development Department and Planning & Community Development Department search for funding to kick off the project. Nancy Howard questioned the limited parking near Lee Park and the 771 building. Bruce confirmed more parking is being created at the 771 building.

**NEW BUSINESS:**

4. Business Incubator Discussion

Bruce Abraham, Economic Development Director, provided the following information about business incubators:

- A business incubator is a support process that accelerates the successful development of startup and fledgling companies by providing entrepreneurs with an array of targeted resources and services. These services are usually developed or orchestrated by incubator management and offered both in the business incubator and through its network of contacts.
- Potential associated costs with developing a business incubator range from \$30,000 to \$1 million.

**EXECUTIVE SESSION:**

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

**ADJOURNMENT:**

Nachae Jones made motion to adjourn the Downtown Development Authority Regular Meeting at 5:53pm.

Nancy Howard seconded.

Roll call for approval. 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.*

## Officer Descriptions

### **Duties of Chairperson:**

The Chairperson shall be responsible for directing all Board affairs and shall preside at all meetings of the Board. He or she may sign any documents which have been authorized by the Board or are required by law to be signed or executed. In general, he or she shall perform all duties incident to the office of Chairperson and such other duties as may be prescribed by the Board from time to time.

### **Duties of Vice Chairperson:**

In the absence of the Chairperson, or in the event of his or her inability or refusal to act, as determined by a majority of the members present at a meeting at which a quorum is present, the Vice Chairperson shall perform the duties of the Chairperson and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. The Vice Chairperson shall perform such other duties as from time to time may be assigned to him or her by the Chairperson or by the members of the Authority. The execution of any instrument of the Authority by the Vice Chairperson shall be conclusive evidence, as to third parties, of his or her authority to act in the stead of the Chairperson.

### **Duties of the Secretary/Treasurer:**

The Authority may appoint a member of the Board to perform all or portions of the duties of secretary and/or treasurer. The secretary shall affix the Authority seal to any lawfully executed documents requiring it and shall attest to the signature of the Chairperson and/or the Vice Chairperson of the Authority who are authorized to execute documents of the Authority. The treasurer shall supervise the custodian of all of the funds of the Authority and shall supervise the collection of monies due to the Agency, the expenditures of the Agency funds, and the preparation and maintenance of appropriate books of account. The treasurer shall make available all financial information of the Authority to the Mayor and Council of Forest Park, Georgia. In general, the secretary and/or treasurer shall perform all duties usually incident to the office of secretary and treasurer and such other duties as may be prescribed by the members of the Authority from time to time.

**Downtown Development Authority [DDA]  
&  
Urban Redevelopment Authority [URA]**

**Yearly Meeting Calendar**

January 20, 2022

February 24, 2022

March 24, 2022

April 28, 2022

May 26, 2022

June 23, 2022

July 28, 2022

August 25, 2022

September 22, 2022

October 27, 2022

November 17, 2022

December 15, 2022





**Friday, January 14, 2022**

Dear Downtown Development Authority,

The Georgia Department of Community Affairs' Office of Downtown Development is currently offering virtual Downtown Development Authority training. The virtual training can be completed at your own pace.

This training does meet the 8-hour statutory training requirement for new board members and staff, which requires that any new members or staff receive DDA training within one (1) year of appointment.

If you would like to be registered for this training, please email Charise Clay at [cclay@forestparkga.gov](mailto:cclay@forestparkga.gov).

There will be other training opportunities (virtual or in-person) and as they become available, you will be notified via email and at meetings, if time permits.

Best,

**Charise Clay**

Economic Development Staff Assistant

(404)363-2454

[Cclay@forestparkga.gov](mailto:Cclay@forestparkga.gov)





City of Forest Park Downtown Development Authority  
Title: Executive Director

**Position Summary:** The Executive Director is responsible for planning, marketing, promoting, and implementing programming for the City of Forest Park Downtown Development Authority. This position reports directly to the Chairperson of the Downtown Development Authority and works closely with the City of Forest Park Economic Development Director.

#### General Duties & Responsibilities

- In conjunction with city and DDA board, develop an annual work plan for implementing downtown revitalization.
- Develops annual operating and program budget for board approval. Manages operating and program related expenses within the approved budget.
- Prepares all reports required by the DDA and the City to assist with the preparation of report.
- Coordinates recruitment of Main Street District businesses.
- **If there are specific industries being targeted, I can update this line.**
- Facilitates the acquisition of Main Street properties.
- Facilitates board meeting functions, with assistance from the Economic Development Staff Assistant.
- Ensures compliance with DDA laws – training requirements, insurance coverage, audits, and the Open Records Act.
- Maintains and Updates DDA property inventory.
- Facilitates and manages the construction and building improvements for DDA properties.
- Performs related duties as assigned.

#### Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the following essential functions:

Four-year degree in urban planning, business, public administration, economics, marketing, public relations, or a closely related field required; Two years of experience in performing related work; or any equivalent combination of education and experience is acceptable.

Should have education, knowledge, and experience in as many of the following areas as possible: economics, finance, public relations, design, planning, business administration, public administration, retailing, volunteer or nonprofit administration, and small business development.

#### Knowledge Required for Position:

Skill in oral and written communications.

Skill in public relations and marketing.

Knowledge of administration, budgeting, and basic accounting.

Skill in organizing.

Skill in operating computers.

Skill in gathering and analyzing statistical data.

Knowledge of the principles and techniques of planning and development

**Note: after consulting the Georgia Department of Community Affairs' Downtown Development Division, it is recommended that the starting salary range be between \$50,000 and \$60,000.**

DRAFT

# Business Incubators

# Purpose of a Business Incubator

"a business support process that accelerates the successful development of startup and fledgling companies by providing entrepreneurs with an array of targeted resources and services. These services are usually developed or orchestrated by incubator management and offered both in the business incubator and through its network of contacts."



# Types of Business Incubators



VIRTUAL  
INCUBATOR



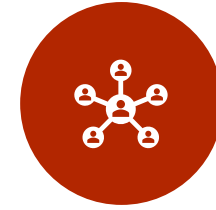
KITCHEN  
INCUBATOR



PUBLIC  
INCUBATOR



SEED  
ACCELERATOR



STARTUP  
STUDIO



VENTURE  
BUILDER



MEDICAL  
INCUBATOR

# Types of Business Incubators

Virtual Incubator	Incubator offers advice and services to entrepreneurs online instead of in person
Kitchen Incubator	Targets the food industry Typically offers commercial kitchen space for culinary entrepreneurs Assists with packaging, marketing, selling food products
Public Incubator	Incubator whose goal is to assist startup charities and other businesses focused on social issues.
Seed Accelerator	Incubator that targets early startups Typically, accelerators are privately funded and highly competitive

# Types of Business Incubators

Startup Studio	Aims to build several companies in succession by forming long-term relationships with innovators within specific industries
Venture Builder	Similar to startup studios, but the focus is on building companies internally Common in technology and engineering
Medical Incubator	Focused on innovation and development within the medical field, specifically medical devices and biomaterials

## Incubators in the Atlanta Metro Area

- Club-Entrepreneur
- ATDC Georgia Tech (technology focused)
- LaunchGSU (open to Georgia State University students)
- Urban Business Institute (targets Black entrepreneurs)
- Digitalundivided (targets Black and Latinx women entrepreneurs)
- Avondale Innovation District
- Switchyards (Coworking Space)



# Typical Services Offered

Business  
Courses

Business Plan  
Development

Networking

Access to  
Investors

Market Research

Marketing  
Assistance

Internet Access

Loan & Money  
Management  
Assistance

Access to office  
space and/or  
commercial  
resources

- Depending upon the type of incubator and services being offered, startup costs and operating expenses can vary widely from \$30,000 to several million dollars.
- Some costs to consider:
  - Building (if not a virtual incubator)
  - Staffing
    - Any incubator will require a full-time manager
    - Various part-time positions may be necessary depending on services offered
      - Accountant
      - Business Consultant
      - Janitor
      - IT Support
  - Office Supplies & Software
  - Commercial Equipment (dependent upon type of incubator)
  - Marketing

# Feasibility Study

- Generally, public entities interested in starting a business incubator hire a consulting firm to conduct a feasibility study.
- The feasibility study can determine the viability of the project and identify the following:
  - Startup costs & financial feasibility
  - Best industry to target
  - Type of services to offer
  - Revenue estimates



# Recommendation from the Economic Development Department

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# Reestablish & Revamp the Forest Park Business Coalition

# Forest Park Business Coalition

The Forest Park Business Coalition was active from 2007 until 2012.

The Coalition offered its members the following:

- A monthly luncheon featuring a keynote speaker
- Networking opportunities
- Holiday parties
- Free advertising

# Benefits of Reestablishing the FPBC

Promotes business retention

Aids in the development of a business database

Business development opportunities for new and existing businesses

# FPBC Proposed Activities

## Designated FPBC website

- Can also serve as an online business database with members' businesses listed
- Highlight a different business every month
- Provide business resources for entrepreneurs and businesses
- FPBC Calendar

## Bimonthly luncheons featuring a key speaker

- Serves as a networking opportunity for members
- Key speakers can be prominent business owners or leaders in the community.

## Business development workshops delivered by experts

- Provides members with the opportunity to learn new ways to start or grow their business.

## Small Business Spotlight in the Green Leaf

- A great opportunity for everyone in the city to learn more about local businesses.



# Forest Park Business Coalition URA/DDA Participation

Attend  
quarterly  
luncheons

Sponsor  
business  
development  
workshops



**Friday, January 14, 2022**

Dear Downtown Development Authority,

After your meeting on December 16, 2021, Ms. Charise Clay contacted several business incubators, including the Urban Business Institute, Avondale Innovation District, and Invest Atlanta. On Wednesday, January 19<sup>th</sup>, we have an informational call with Invest Atlanta and are waiting to hear back from the representative at Avondale Innovation District about their availability. Once we gather information from both incubators, we will have a better idea of what to recommend to you all and potential costs.

Although we previously recommended visiting a business incubator, the three locations we mentioned above are only doing virtual meetings due to the rise in Covid cases in the state of Georgia.

I anticipate having recommendations to you all by your February 24<sup>th</sup> meeting. If you have any questions, please contact Charise Clay at [cclay@forestparkga.gov](mailto:cclay@forestparkga.gov) or Danita Hamid at [Dhamid@forestparkga.gov](mailto:Dhamid@forestparkga.gov).

Best,

**Bruce Abraham**

Economic Development Director

(404)363-2454

[Babraham@forestparkga.gov](mailto:Babraham@forestparkga.gov)

