



# LAWRENCEVILLE

## GEORGIA

### DOWNTOWN DEVELOPMENT AUTHORITY MINUTES

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Monday, April 08, 2024  
5:00 PM

Council Chambers  
70 S. Clayton St, GA 30046

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#### **Call to Order**

Chairman Merritt called the meeting to order at 5:05 pm after recognizing a quorum.

#### **PRESENT**

Board Member Victoria Jones  
Board Member Jen Young  
Board Member Joanie Perry Ward  
Board Member Katrina Fellows  
Board Member Chris Adams  
Board Member Jeremy Higginbotham  
Board Member Lee Merritt

#### **Approval of Agenda**

Motion to add Deauville Presentation by Board Member Jen Young to the agenda as Item 6 made by Board Member Merritt, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

Motion to approve the agenda with the addition of the Deauville Presentation by Board Member Jen Young to the agenda as Item 6 made by Board Member Merritt, Seconded by Board Member Jones.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

## **Approval of Prior Meeting Minutes**

1. Approval of Regular Meeting Minutes for March 18, 2024

Motion to approve the Regular Meeting Minutes for March 18, 2024 made by Board Member Perry Ward, Seconded by Board Member Fellows.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

2. Approval of Executive Session Minutes for March 18, 2024

Motion to approve the Executive Session Minutes for March 18, 2024 made by Board Member Perry Ward, Seconded by Board Member Fellows.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

## **Downtown Development Business**

3. April 2024 Treasurer's Report

Board Member Perry Ward, Treasurer presented the April 2024 Treasurer's Report to the Board.

Board Member Fellows noted that there was a mistype on the check number column for Mixed Drink Tax for 3/22/2024. Board Member Perry Ward will remove that mistype from the report.

Motion to approve the April 2024 Treasures Report with the correction to the Mixed Drink Tax line item made by Board Member Jones, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

#### 4. College Corridor TAD Proposal

Chairman Merritt presented the proposal from KB Advisory Group for their advisory services for the College Corridor Tax Allocation District (TAD). The cost of their services would be \$13,725 for five weeks of services. The current TAD expires in 2030.

Motion to approve the proposal from KB Advisory Group for their advisory services for the College Corridor Tax Allocation District for \$13, 725 made by Board Member Fellows, Seconded by Board Member Perry Ward.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

#### 5. CoStar and LoopNet Subscriptions

Chairman Merritt presented the CoStar and LoopNet subscription details to the Board.

CoStar allows for research of various properties and they charge a cost per user. Chairman Merritt suggested we purchase two subscriptions one for her use and one for staff use at the cost of \$1,000 per month for both subscriptions.

LoopNet is more of a public real estate platform. We can post a property listing for \$107 per month; \$321 per month for three listings.

LoopLink is focused on Economic Development. There is not lots of traffic on this particular platform. Cost is \$300 per month and it would be a possible marketing tool.

The cost to the Downtown Development Authority would be \$20,000 per year for all three of these. \$15,852 per year for CoStar and LoopLink only.

Motion to add a subject in the Downtown Development Authority 2024 Budget titled Subscriptions made by Board Member Fellows, Seconded by Board Member Young.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

Motion to approve the CoStar subscription at \$1,000 per month and the LoopNet subscription at \$321 per month for three property listings for a total of \$15,852 per year under the Subscriptions section of the 2024 Downtown Development Authority Budget made by Board Member Fellows, Seconded by Board Member Young.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

6. Deauville Presentation by Board Member Young.

Board Member Young presented the Impact46 presentation regarding the Deauville Project to the Board. This project is a relocation of 67 residents from the Deauville Apartments.

### **Mainstreet Business**

Jasmine Billings, Mainstreet Director gave the Mainstreet update.

We recently received a probationary status from Georgia Mainstreet program because we have not completed the new required training.

The Georgia Mainstreet program is now requiring that each DDA Board member have Mainstreet 101 and Switch to 6 training each year. The Switch to 6 is regarding the 6 standards of Mainstreet. Jasmine has paid for each of the Board members fees to take the trainings. She will be sending the link and code to everyone. We request that each board member complete the training before July 1st. The training only lasts about thirty minutes.

The Lawrenceville Mural at McCray's Tavern on the Square is complete.

The Lawrenceville Blooms extension is in the works and they are hoping to have a meet and greet with the artists of the murals. We have created some Lawrenceville Blooms merchandise that may be purchased. The link for purchasing these items will be sent out soon.

The window painting and window cling project at 168 South Clayton Street was started this week.

The Façade Grant program starts on April 10th. We are hoping to make some decisions about the possible projects in June.

## **Other Business**

Chairman Merritt presented the Billingsley Retter invoice for the appraisal for the Deauville properties on Huff Street. The cost of the appraisal is \$2,000.

Motion to approve the invoice from Billingsley Retter for \$2,000 for the appraisal done on the Huff Street properties, part of the Deauville project made by Board Member Jones, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

## **Citizen Comments**

No Citizen Comments

## **Executive Session - Real Estate**

Motion to enter into Executive Session made by Board Member Merritt, Seconded by Board Member Young.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

Motion to exit Executive Session made by Board Member Merritt, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

5 Real Estate Items Discussed: 2 Votes Taken

## **Final Adjournment**

Motion to adjourn made by Board Member Merritt, Seconded by Board Member Young.

Voting Yea: Board Member Jones, Board Member Young, Board Member Perry Ward, Board Member Fellows, Board Member Adams, Board Member Higginbotham, Board Member Merritt

## **Minutes Signature**

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**Lee Merritt, Chairman**

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**Barry Mock, Secretary**