LAWRENCEVILLE
GEORGIA

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES

Monday, September 14, 2026	Council Chambers
5:00 PM	70 S. Clayton St, GA 30046

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 Joanie Perry Ward
Board Member Jim Nash
Board Member Chris Adams
Board Member Lee Merritt

ABSENT
Board Member Jen Young
Board Member Jeremy Higginbotham

Other Attendees:
Tim Ross, NorthPointe Hospitality
Jasmine Jackson, Mainstreet Director
Paula Foil
Christina Lee

Approval of Agenda

Motion to approve the agenda made by Board Member Jones, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Approval of Prior Meeting Minutes

1. Approval of Regular Meeting Minutes for July 13, 2026

   Motion to approve Regular Meeting Minutes by Board Member Jones, Seconded by Board Member Adams.

   Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

2. Approval of Executive Session Minutes for July 13, 2026

   Motion to approve Executive Session Minutes by Board Member Jones, Seconded by Board Member Adams.

   Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Downtown Development Business

3. September 2026 Downtown Development Authority Treasurer's Report

   Board Member Perry Ward, Treasurer, presented the September 2026 Downtown Development Authority Treasurer's Report to the Board.

   Motion to approve September 2026 Downtown Development Authority Treasurer's Report by Board Member Adams, Seconded by Board Member Jones.

   Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

4. Hotel Initial Operating Plan and Budget

   Tim Ross, representing NorthPointe Hospitality, the Hotel's management company, presented the proposed hotel Initial Operating Plan and Budget. Mr. Ross provided an overview of projected revenues, departmental expenses, undistributed operating expenses, management and franchise fees, marketing expenses, payroll, non-operating expenses, capital reserve requirements, and projected net income.

   It was noted that according to the Hotel Management Agreement, the approval of the hotel's annual operating plan and budget is the responsibility of the Downtown Development Authority Board.

   Mr. Ross explained that the initial budget represents a partial operating year, as the Hotel opened in late August and therefore was not operational for the entire fiscal year.

   Mr. Ross discussed the Hotel's market positioning, projected customer and revenue segments, sales and marketing strategy, public relations activities, social media initiatives, corporate and negotiated accounts, group business, online travel agencies, and revenue management practices.

Mr. Ross also discussed the methodology for establishing Hotel room rates. It was noted that the management company will manage daily room rates based upon market conditions, demand, seasonality, competitive pricing, and applicable franchise requirements, subject to the approved rate-setting methodology.

Mr. Ross discussed the Hotel's capital reserve requirements and the reporting of marketing activities and performance metrics through the Hotel's monthly financial reporting.

Motion to approve the Hotel Initial Operating Plan and Budget by Board Member Perry Ward, Seconded by Board Member Nash.

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

5. Approval of Key Hotel Employees

Chairman Merritt discussed the approval of the Hotel's designated key employees pursuant to the Hotel Management Agreement.

The proposed key employees presented for approval were:

Chase Wynn, General Manager
Helen Thomas, Director of Sales

Chairman Merritt discussed the selection and interview process for the hotel key employees. Chairman Merritt, Barry Mock, Bruce Johnson and Representatives of RevPAR participated in the review and interview process for the two positions.

Motion to approve Key Hotel Employees by Board Member Adams, Seconded by Board Member Jones.

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

6. 2026 Metro Atlanta Redevelopment Summit

Chairman Merritt discussed the upcoming Metro Redevelopment Summit scheduled for October 28, 2026. The Downtown Development Authority has allocated funding to allow each Board member to attend the event.

Chairman Merritt noted that the Summit will provide an opportunity for Board members to learn about redevelopment initiatives, hear presentations on notable projects, and network with potential development partners.

Chairman Merritt will participate as a presenter during the Summit and will provide a presentation regarding The Lawrence Hotel. In addition, The Lawrence Hotel has been submitted for consideration for the Small Project Award.

7. Approval of Mahaffey Pickens Tucker, LLP Invoices

Chairman Merritt presented a few invoices from Mahaffey Pickens Tucker, LLP.

Invoice 22739 for $215.00, invoice 22740 for $237.50, invoice 22780 for $237.50, invoice 22781 for $2,327.50, invoice 22782 for $6,935.00 and invoice 22783 for $25.88.

Motion to approve Mahaffey Pickens Tucker, LLP Invoices made by Board Member Adams, Seconded by Board Member Jones.

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Mainstreet Business

Mrs. Jasmine Jackson, Mainstreet Director, gave the Mainstreet Business update.

Jasmine highlighted La Cultura Fiesta, a two-day event celebrating Hispanic Heritage Month. The event will take place on the Lawn and at the Lawrenceville Arts Center (LAC), beginning Friday evening at the Lawrenceville Arts Center with a performance by Tito Puente. Jasmine noted that this is the first City-presented event of the fall season and that the Lawrenceville Arts Center team has been working to establish and expand its event programming.

Jasmine discussed that the Lawrenceville Arts Center is experiencing significant demand for event space, with the Grand Stage booked every weekend through the end of the year. The increased activity is expected to generate additional pedestrian traffic downtown and provide opportunities for residents and visitors to attend public performances, including orchestra and ballet events, as well as private events hosted at the Lawrenceville Arts Center .

Jasmine provided an update regarding the Downtown Development Authority's Façade Grant Program. Additional applications have been received and are currently being reviewed in coordination with the Planning and Development Department to confirm compliance with the applicable ordinance.

Jasmine also discussed on a recent meeting with representatives from Decatur regarding their commercial building improvement and marketing grant programs. Jasmine will compile information regarding Decatur's programs and provide it to the appropriate committee for review. Jasmine anticipates sharing the information more broadly once all program details have been finalized.

Jasmine discussed that the Christkindl Holiday Market will return to Downtown Lawrenceville from November 20 through December 24 pursuant to a five-year agreement, which is renewed annually.

Planning for the Christkindl Holiday Market is underway, including the permitting process and preparation for the installation of the market huts. Installation is anticipated to begin around November 1, with certain elements potentially being placed on the Lawn prior to the official opening date.

Jasmine discussed that downtown businesses will again have an opportunity to participate in the market. Two booth spaces will be made available. Jasmine has also worked with the market organizers to improve the layout and separation of food and retail vendors based on feedback received from businesses, the Board, and the community.

Jasmine further discussed that the ferris wheel installation will be substantially larger than the previous year. The structure is anticipated to be approximately 108 feet in length and will be delivered in multiple large trailer loads before being assembled on site.

Jasmine discussed that additional lighting is being considered and coordinated with the Facilities team to address areas along Luckie Street, Clayton Street, and Perry Street that were identified as having insufficient lighting during the previous holiday season.Additional lighting, along with the installation of holiday décor throughout downtown, is being incorporated into the upcoming holiday programming plans.

Jasmine provided an overview of upcoming events scheduled for September and October.

Around the World in DTL is scheduled for September 25–26 in partnership with the Atlanta International Night Market. The event is expected to attract approximately 16,000–20,000 attendees over two days. Programming will include a concert on the first day, followed by a larger festival-style event on the second day.

For October, the highlighted events are as follows:

Not Your Mother's Art Festival – The event will take place in the Depot District in partnership with Explore Gwinnett and Slow Pour Brewing Co. The festival will feature unconventional and non-traditional artists, including sculpture, demonstrations, and other interactive artistic elements. Portions of the 8th Street area will be incorporated into the event footprint.

Boo Fest – Scheduled for October 23, Boo Fest will take place primarily on the Lawn. Jasmine reported that the event has expanded significantly and is expected to attract approximately 8,000–10,000 children and adults. The event was moved from the downtown Square to the Lawn to improve pedestrian and traffic safety.

Jasmine explained that Boo Fest is intentionally scheduled before Halloween weekend to allow families to participate in a safe, downtown trick-or-treating event while still providing an opportunity to celebrate Halloween in their neighborhoods on October 31. The event will include activities designed to accommodate a variety of children's needs, including sensory-friendly toys and activities in addition to traditional Halloween offerings.

Jasmine concluded by noting that the fall event calendar is expected to generate substantial visitation and activity throughout Downtown Lawrenceville.

Other Business

No Other Business

Citizen Comments

No Citizen Comments

Executive Session - Real Estate

Motion to enter into executive session made by Board Member Merritt, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Motion to exit out of executive session made by Board Member Merritt, Seconded by Board Member Adams.

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Real Estate Items Discussed: 5; Votes Taken: 5

Final Adjournment

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

Voting Yea: Board Member Jones, Board Member Perry Ward, Board Member Nash, Board Member Adams, Board Member Merritt

Minutes Signature

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Lee Merritt, Chairman

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Barry Mock, Secretary