



LAWRENCEVILLE

GEORGIA

DOWNTOWN DEVELOPMENT AUTHORITY SPECIAL CALL MINUTES

Monday, August 12, 2019
6:00 PM

Council Assembly Room
70 S. Clayton St, GA 30046

Call to Order

Lee Merritt called the meeting to order at 6:06 PM, recognizing a quorum

PRESENT

Board Member Greg Cantrell

Board Member David Still

Board Member Linda Nash

Board Member Brad Cox

Board Member Lee Merritt

Board Member Jeremy Higginbotham

ABSENT

Board Member Katrina Fellows

Approval of Agenda

Motion to approve agenda as presented was made by Board Member Nash, Seconded by Board Member Cox.

Voting Yea: Board Member Cantrell, Board Member Still, Board Member Nash, Board Member Cox, Board Member Merritt, Board Member Higginbotham

Downtown Development Business

1. Noell Consulting

David Laube and Ellen Chan with Noell were present at the meeting. David indicated that in order to complete the market analysis, they would need to look at other North Atlanta towns, as well as send out surveys to see what people want to see in the downtown area, pricepoints, etc. They expect the process should take approximately 2 months to complete. Employer participation will also be key in getting the information back and the employer base will allow them to get a bigger picture of the people and why they want to stay in the area.

Greg Cantrell arrived at 6:08 pm

The DDA is looking to find out what price points are most appropriate, looking to push price points up. Developers indicate they see a market but the DDA will need answers to provide to developers to quantify the price points. Once they understand where the potential buyers come from, they can then determine how they will apply that to Lawrenceville. David indicated that they look at how often people sell their homes, do they stay in the communities, etc. A majority of their work is in the private sector; they do the same work for developers. David indicated that Lawrenceville already has what people are looking for, we are just missing the product.

Lee indicated that we are really looking for validation of what they are already telling builders, however, the builders need to hear it from an independent third party.

They will look at counties outside of Gwinnett that are having success. Addressing the empty nester population, David indicated that they find the larger driver is grandchildren and not elderly parents as a reason to move someplace like Lawrenceville which keeps them at an optimum distance, not too close, not too far.

Other Business

There was no other business.

Citizen Comments

There were no citizen's comments

Executive Session - Real Estate

Motion to move into Executive Session made by Board Member Cox, Seconded by Board Member Cantrell.

Voting Yea: Board Member Cantrell, Board Member Still, Board Member Nash, Board Member Cox, Board Member Merritt, Board Member Higginbotham

Motion to adjourn Executive Session was made by Board Member Cox, Seconded by Board Member Cantrell.

Voting Yea: Board Member Cantrell, Board Member Still, Board Member Nash, Board

Member Cox, Board Member Merritt, Board Member Higginbotham

Final Adjournment

Motion for final adjournment was made by Board Member Cox, Seconded by Board Member Higginbotham.

Voting Yea: Board Member Cantrell, Board Member Still, Board Member Nash, Board Member Cox, Board Member Merritt, Board Member Higginbotham

Minutes Signatures

Lee Merritt, Chairman

Lisa Sherman, Secretary