



DOWNTOWN DEVELOPMENT AUTHORITY MEETING AGENDA

Thursday, January 16, 2025 at 6:30 PM

Council Chambers

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **ADOPTION OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. December 3, 2024
5. **TREASURER'S REPORT**
6. **OLD BUSINESS**
 - a. Business cards and name badges
 - b. Website update
 - c. Work plan review
 - d. 254 Main Street project
7. **NEW BUSINESS**
 - a. Caboose donation
8. **PUBLIC COMMENT**
9. **ADJOURNMENT**

Unless otherwise announced and posted, the Loganville Downtown Development Authority meets regularly on the third Thursday of each month at 6:30 in City Council Chambers.

The DDA may choose to go into executive session as needed in compliance with Georgia Law.

The DDA reserves the right to make changes to the agenda as necessary. Any additions and/or corrections to the agenda will be posted immediately at City Hall.



DOWNTOWN DEVELOPMENT AUTHORITY

**Minutes of the
Loganville Downtown Development Authority
Regular Meeting
December 3, 2024, 6:30 p.m.
City Council Chambers
4303 Lawrenceville Road**

Attendance:

Directors Present:

Dana Russell
Jamie Dempsey
Brax Roberts IV
Mike Lee
Tara Argo
Jamie Towler
Iranetta Willis

Other Present:

Mayor Skip Baliles
City Atty Paul Rosenthal

Directors Not Present:

1. Call to order – Chairman Russell at 6:32 Pm
2. Roll Call – All present
3. Adoption of Agenda – Dana Russell made a motion to adopt the agenda, Brax Roberts second, adopted 7-0
4. Approval of Minutes – Jamie Dempsey made a motion to approve the minutes of the last meeting, Mike Lee second, approved 7-0
5. Treasurers report – Presented by Tara Argo, accepted 7-0.
6. New Business
 - a. Election to the Office of Secretary - The board voted 7-0 to accept Brax Roberts' resignation as secretary but stay on the board. Tara Argo nominated Mike Lee for Secretary, second by Jamie, approved 7-0.
 - b. Downtown public parking – a discussion was had about downtown parking, signage, and color-coding. Iranetta Willis was appointed to head up a committee to look at the subject and make recommendations.
 - c. Decorations on the Town Green – Jamie Dempsey made a motion to approve the decorations for Christmas that Tara Argo organized, and Brax Roberts seconded, approved 7-0. It was also approved to donate the decorations to the city and the DDA will assist with the take down after Christmas.
7. Old Business
 - a. DDA work plan – Dana Russell provided an updated workplan. Jamie Dempsey made a motion to accept the

new work plan, Mike Lee second, and it was approved 7-0.

- b. DDA website – Jamie Dempsey is working with the city to transfer old LDA website and will update at next meeting
- c. 254 Main Street project – Brax Roberts gave an update on his informal survey during Autumn Fest, there was discussion among board members and audience and City Attorney, and Brax Roberts made a motion to have city attorney work with Chairman Russell to come up with an RFQ for design on the project to be presented at the January meeting. Jamie Dempsey second and it was approved 7-0
- d. A motion was made by Mike Lee and second by Jamie Towler to cancel December 21, 2024 meeting and meet again in January. Approved 7-0

8. Public Comment – no public comment

9. Adjourn – Brax Roberts made motion to adjourn, Iranetta Willis second, and approved 7-0. Adjourned at 8:19 pm.

Dana Russell, Chairman

Mike Lee, Secretary

Loganville Downtown Development Authority

2024-2025 Workplan

Year	Completion Date	Objective	Tasks	Priority (L,M,H)	Responsibility	Status
2024-2025	ongoing	Increase DDA board members' knowledge of downtown development processes, methodologies, approaches, strategies, and tactics.	Take advantage of all appropriate individual and group training opportunities	H	All	Six members need mandated basic training by May
2025	December 31		Visit at least three cities with strong downtown development programs and active DDAs in the next year	H	Jamie	
2024	November 30	Make the DDA a community liaison for economic development initiatives throughout the city	Complete 2024-2025 strategic plan	H	Dana	Complete
2025	January 31		Investigate the costs and benefits of pursuing "Georgia Main Street" designation for the City of Loganville	M	Dana	Not started
2025	March 31		Describe and document liaison roles	H	Jamie	
2025	January 31		Identify and document resources for business consulting and financing	H	Dana	Complete
2025	Jun 30		Develop a fundraising plan	H	Michael	
2025	Jun 30		Secure full or part time staff	H	Michael	
2025	August 31		Host a Morning Mingle	M	Brax/Mike	
2025	April 30	Ensure business owners and aspiring business owners are aware of DDA mission	Define the "value proposition" of the DDA	H	Jamie	
2024	December 31		Redevelop website	M	Jamie	
2025	April 30		Produce DDA information/contact card	M	Jamie	
2024	Oct 31		Purchase business cards and name badges	H	Jamie	Name badges produced
2025	May 31		Plan and carry out after hours event for business owners	M	Dana	
2025	March 31		Develop and produce a downtown newsletter	L	Tara	
2025	Jan 31		Develop a social media presence	H	Tara	
2024	December 31	Ensure business owners and aspiring business owners are aware of available loan and grant programs	Add loan information to website	H	Jamie	
2025	April 30		Add loan information to information/contact card	M	Dana	
2025	May 31		Communicate at after hours event	H	Dana	
2024	ongoing	Assist the City in redeveloping properties within the district in accordance with City designs and vision	Prepare the Authority to support the City in redevelopment of City owned property	H	Dana	ongoing
2025	May 31		Prepare a master plan and appropriate zoning ordinances for the 254 Main Street project	H	Dana	RFQ prepared
2025	July 31		Sell the 254 Main Street parcels to a developer for redevelopment	H	Dana	
2025	March 31		Review the possibility of acquiring privately owned property within the district for redevelopment	M	Dana	
2025	March 31		Prepare a FY 2026 budget request to the City of Loganville	H	Dana	
2025	January 31	Improve attractiveness of existing downtown buildings and infrastructure	Develop a mainstreet lighting grant program	M	Michael	
2025	June 30		Review downtown public parking and develop appropriate recommendations	H	Iranetta	
2025	January 31		Develop a mainstreet artwork grant program	M	Michael	
2025	March 31	Increase downtown business traffic	Develop a marketing and engagement plan	H	Jamie	
2025	March 31		Prepare and implement a social media plan	H	Tara	



LOGANVILLE DOWNTOWN DEVELOPMENT
AUTHORITY

REQUEST FOR QUALIFICATIONS

PROFESSIONAL CONSULTING & PLANNING
SERVICES

PROPOSALS DUE: No later than February 28, 2025 2:00 PM EST.

Late proposals will not be accepted.

BACKGROUND

The Loganville Downtown Development Authority is seeking Statements of Qualifications from professional planning consultants to prepare a plan for redevelopment of property owned by the City of Loganville.

This Request for Qualifications (RFQ) will result in a contract to perform specific planning/design duties for the Loganville Downtown Development Authority as specified in the Scope of Services. The selected firm will then work with the Authority Board to complete the scope of work.

The Loganville Downtown Development Authority reserves the right to withdraw this RFQ, or reject any and all submittals in response to this RFQ for any reason at any time during the bid process due to unforeseen or any change in circumstances. This RFQ plus the resulting agreement shall be consistent with all terms and conditions associated with contracts entered into by the City of Loganville. The Loganville Downtown Development Authority is not liable or responsible for any cost(s) incurred during the preparation, presentation or submission of a response to this RFQ.

SCOPE OF SERVICES

The Scope of Services include but are not limited to the following:

- Create a Planned Development Pattern Book for the subject property, which consists of two parcels totaling 1.38 acres owned by the City of Loganville, located at 254 Main Street (tax parcel number LG050051) and 4436 Pecan Street (tax parcel number LG050047), Loganville, Georgia. The Pattern Book will be consistent with the City's vision for downtown redevelopment contained in the 2023 Master Plan prepared by The Sizemore Group, and include a site master plan, proposed architecture, signage, streetscape, landscape and other design elements for the project.
- Solicit appropriate citizen feedback on a final draft Pattern Book and incorporate revisions to the Pattern Book based on this feedback as directed by the Board. This service will be proposed and priced separately and may be included or excluded from the final scope of services at the option of the Board.

The Pattern Book and new zoning ordinances created through this process will be used to rezone the parcels and select a commercial partner to achieve the desired vision for redevelopment.

SUBMISSION REQUIREMENTS

TECHNICAL - Please provide a detailed description of your firm's demonstrated approach and competencies for all aspects of services outlined in the Scope of Services.

FIRM & STAFF QUALIFICATIONS - Please provide a brief description and history of the firm along with information related to previous experiences providing services similar in nature, size and scope to those outlined in the Scope of Services. Please provide contact information and a description of services provided for at least three (3) references for which the firm has performed services within the past five (5) years that are similar to the requirements as outlined in the Scope of Services. Please also provide an organization chart, resumes, and qualifications of staff who would be assigned to the project.

COST - Please provide a structure of fees associated with the scope of services being requested, an itemized project plan with the estimated duration of each step included in the plan, and an estimate of the timeline and total cost of the engagement. Solicitation of citizen feedback should be proposed and priced separately to facilitate inclusion or exclusion from the scope of services contained in the final contract. Respondents are encouraged to provide any additional information (including discounts or incentives) that demonstrates the best value of the offer presented.

EVALUATION CRITERIA

The following criteria will be used to identify the most responsive submission:

- Experience with projects of similar nature and scope
- Company qualifications and experience
- Qualifications and experience of individual(s) proposed to conduct the work
- Proposed fee structure, total cost, and timeline/availability for completion
- Overall responsiveness and approach to the RFP

SUBMISSION INSTRUCTIONS

Requirements for submission of the RFP package are as follows:

- The response package should be delivered in a completely sealed envelope or package.
- The outside of the package should be clearly marked "Professional Planning Services".

- The response may be submitted in person or mailed to the following address:

City of Loganville
Attn: Kristy Peters
PO Box 39
Loganville, GA 30655
P: 770-466-1165
E: kpeters@loganville-ga.gov

All packages should contain nine (9) copies of the submitted Statement of Qualifications, which should be printed on 8.5" x 11" single-sided paper.

All submitted responses should follow instructions and be complete in scope as requested by the Loganville Downtown Development Authority. Responses are to be submitted in person or received by mail no later than February 28, 2025 at 2:00 pm (EST). Late submissions will not be accepted, and will be returned unopened to the original sender.

If you are considering submitting a response, please make sure that you email Kristy Peters, Loganville Events and Marketing Director at kpeters@loganville-ga.gov with your company's name and contact information so that your firm will be notified of any additional addenda or information that may be distributed during the course of the solicitation.

Please submit any questions you may have regarding this RFQ to Kristy Peters, Loganville Events and Marketing Director via email at kpeters@loganville-ga.gov. Submitted questions and answers will be provided to all firms that provide their company's name and contact information.

While submitted pricing will serve to help the Authority understand reasonable and customary charges for the respondent, final financial agreements will be negotiated after the most responsive submission has been identified and the final scope of services has been agreed upon. Both sides will then negotiate in good faith to reach a financial agreement that is equitable to both parties.

Qualifications will be reviewed and evaluated by the Authority Board of Directors based on the criteria listed herein.

At the discretion of the Board, companies may or may not be invited to participate in an interview or subsequent Request for Proposal (RFP) process. We thank you in advance for your qualifications submission and welcome any questions you may have during the process.

Proposed RFQ Timeline

Approve RFQ	January 16
Publish RFQ	No later than January 22
Proposals due	February 28, 2:00 p.m.
Individual evaluation	March 3 - 19
Group review and selection	Regular meeting March 20
Scope and contract negotiation and finalization	March 21 - April 16
Seek funding from City Council	April Council meeting
Approve professional services contract	Regular meeting April 17
Begin Scope of Work	May 1
Project completion	TBD (est. 4 - 6 months)

Assistance needed from the City

- Publish RFQ
- Prepare contact list of potential responders from email responses
- Share responder questions with Board and post/distribute answers
- Accept and store submissions
- Distribute submissions to Board, Council liaison, attorney