DOWNTOWN DEVELOPMENT AUTHORITY

November 09, 2026 at 9:00 AM

950 Senoia Road, Tyrone, GA 30290

Tracy Young, Chair
Nathan Reese, Vice-Chair
Luci McDuffie, Treasurer
Ernie Johnson, Board Member
John Kaufman, Board Member
Jeni Mount, Board Member
Adam She, Board Member
Ciara Willis, Secretary
E. Allison Ivey Cox, Town Attorney

AGENDA

I. CALL TO ORDER

II. APPROVAL OF AGENDA

III. APPROVAL OF MINUTES

1. Approval of the October 12, 2026, Meeting Minutes.

IV. OLD BUSINESS

V. NEW BUSINESS

2. Consideration to approve a proposal and agreement from Elevating Missions Consulting for Downtown Strategic Planning, Economic Development, & Communications Services in an amount not to exceed $6,000. **Phillip Trocquet, Assistant Town Manager**

VI. PUBLIC COMMENTS - *Comments are limited to three (3) minutes. Please state your name & address. Comments that require a response may not be answered during this time. The DDA or staff may respond at a later date.*

VII. STAFF COMMENTS

VIII. BOARD COMMENTS

IX. EXECUTIVE SESSION

X. ADJOURNMENT

TYRONE DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES
October 12, 2026 at 9:00 AM

Tracy Young, Chair
Nathan Reese, Vice-Chair
Luci McDuffie, Treasurer
Ernie Johnson, Board Member
John Kaufman, Board Member
Jeni Mount, Board Member
Adam She, Board Member
Ciara Willis, Secretary
E. Allison Ivey Cox, Town Attorney

Absent:
Ernie Johnson, Board Member

Also Present:
Brandon Perkins, Town Manager
Phillip Trocquet, Assistant Town Manager

I. CALL TO ORDER

Chair Young called the meeting to order at 9:00 a.m.

II. APPROVAL OF AGENDA

A motion was made to approve the agenda.

Seconded by Treasurer McDuffie.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

III. APPROVAL OF MINUTES

1. Approval of the September 14, 2026, Meeting Minutes.

   A motion was made to approve the September 14, 2026, meeting minutes.

   Motion made by Board Member Mount, Seconded by Vice-Chair Reese.
   Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

IV. OLD BUSINESS

V. NEW BUSINESS

2. Consideration to approve a December 2026 Night Market event at Shamrock Park. **Phillip Trocquet, Assistant Town Manager**

Mr. Trocquet reported that Jason Bass had asked about holding a Night Market in December. The Board noted scheduling conflicts with the Town's Tree Lighting celebration, planned for November 29, and the Atlanta Christkindl event. Mr. Trocquet stated he would contact Mr. Bass to discuss potential dates.

VI. PUBLIC COMMENTS - *Comments are limited to three (3) minutes. Please state your name & address. Comments that require a response may not be answered during this time. The DDA or staff may respond at a later date.*

VII. STAFF COMMENTS

VIII. BOARD COMMENTS

Board Member Mount shared that three educators sought a permanent location in Fayette County for a hands-on STEM museum and program.

Chair Young reported that the FCDA was seeking 5,000-10,000 square feet of rental space in Tyrone for a business.

IX. EXECUTIVE SESSION

A motion was made to move into Executive Session for one item of real estate and to review the August 26, 2026, and September 14, 2026, Executive Session minutes.

Motion made by Vice-Chair Reese, Seconded by Board Member Mount.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

A motion was made to reconvene.

Motion made by Treasurer McDuffie, Seconded by Board Member Kaufman.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

A motion was made to approve the August 26, 2026, Executive Session minutes.

Motion made by Board Member Mount, Seconded by Vice-Chair Reese.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

A motion was made to approve the September 14, 2026, Executive Session minutes.

Motion made by Vice-Chair Reese, Seconded by Board Member Mount.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

X. ADJOURNMENT

A motion was made to adjourn.

Motion made by Board Member Kaufman, Seconded by Treasurer McDuffie.
Voting Yea: Chair Young, Vice-Chair Reese, Treasurer McDuffie, Board Member Mount, Board Member She, Board Member Kaufman.

The meeting adjourned at 10:20 a.m.

By: _____ Attest: _____

Tracy Young, Chair Ciara Willis, Secretary

CONSULTING PROPOSAL

DOWNTOWN STRATEGIC PLANNING, ECONOMIC DEVELOPMENT & COMMUNICATIONS

PREPARED FOR

Tyrone DDA

PREPARED BY

Katie Pace Quattlebaum, Elevating Missions Consulting

Downtown TYRONE

NOVEMBER 2026

PHASE 2 CONSULTING PROPOSAL UPDATED NOVEMBER 5, 2026

Overview

In April 2026, Elevating Missions Consulting proposed a phased approach to strengthen the Tyrone Downtown Development Authority's independent identity and establish a clear path for downtown growth. The DDA has completed Phase 1 launch engagement. This Phase 2 proposal builds on that foundation rather than repeating the earlier work.

Phase 1 established foundational brand, website, business-directory and communication assets. Phase 2 will turn those assets and relationships into practical economic development priorities, an actionable strategic plan, and focused communications support for a significant downtown development opportunity.

Scope of Work and Deliverables

1. **Three-Year Strategic Plan**
   a. Facilitate one board strategy session; define measurable goals, annual priorities, responsible parties, and a first-year implementation tracker. Include board and Town coordination considerations.
2. **Downtown Business and Property Assessment**
   a. Use the existing directory as the starting point. Prioritize opportunities for business retention, recruitment, expansion, and practical activation; identify constraints such as infrastructure, commercial readiness and permitting that require further assessment.
3. **DDA-Owned Property and Downtown Development**
   a. Because a development agreement is already being prepared, focus the DDA property component on how the project aligns with downtown priorities and how to communicate it after execution, rather than developing a competing property concept.
   b. Following execution and necessary approvals, prepare a project messaging framework, one media announcement/press release, one public-facing project overview or FAQ, and up to three coordinated website/social updates. Provide stakeholder talking points for DDA and Town leadership.
4. **Community and Business Input**
   a. Conduct up to six focused stakeholder conversations as needed and incorporate relevant, appropriately shareable findings from the Town's comprehensive planning process without duplicating work or treating the two engagements as interchangeable.
5. **Revenue Opportunities and Organizational Sustainability**
   a. Prioritize feasible opportunities, potential partners, initial steps, and practical board-level ownership; include concise recommendations for implementation capacity.
6. **Final Presentation and Implementation**
   a. Provide one board presentation of the three-year plan, one consolidated revision round, and a first-year action plan identifying priorities, next steps and suggested measures of progress.
7. **Ongoing Social Media and Website Support**
   a. Continuity: Maintain both through April 30, 2027, as part of the Phase 2 contract.

Approach and Anticipated Schedule

Work may begin following written authorization in late 2026 and is anticipated to conclude by April 2027, with sequencing coordinated with the DDA and any development agreement milestones. The schedule below is indicative and may be adjusted by mutual written agreement.

Period	Primary activities
Nov–Dec 2026	Kickoff, document review, board priorities, initial development communications planning.
Jan 2027	Business and property assessment, selected stakeholder input, strategic framework.
Feb 2027	Draft strategic plan, revenue opportunities, priority actions and communications materials as project timing permits.
March–April 2027	Board review, final plan and implementation tracker; approved launch communications if the agreement is executed.

Investment and Terms

This is the continuation of Option 2 in the April 2026 proposal. The original combined Option 2 investment was $12,000, including the $6,000 Phase 1 launch. Phase 1 has been paid. The remaining fixed Phase 2 fee is $6,000.

Due date	Amount
Jan 30, 2027	$3,000
Apr 1, 2027	$3,000
Total Phase 2	$6,000

No Phase 2 payment will be due in 2026. Payment dates are fixed calendar dates and are not contingent on government adoption or third-party development approvals, unless otherwise agreed in writing.

Scope Boundaries and Coordination

- Includes one board planning session, one final board presentation, up to six targeted stakeholder conversations, reasonable progress coordination, and one consolidated round of final-plan revisions.
- Communications activities occur only after appropriate DDA/Town and developer coordination and authorization. If the development agreement is not executed in the project period, the parties will agree in writing whether to provide draft-ready materials or adjust the timing of those specific PR deliverables.
- All public statements and project details require approval from the appropriate DDA/Town representatives and, where applicable, development partners before publication.
- This engagement does not include drafting or negotiating development agreements; legal, engineering, appraisal, surveying, detailed market or financial feasibility work; ongoing construction communications; continuous media monitoring; or unlimited event, grant, website or social management.
- The DDA will provide reasonably available documents and designate a primary point of contact. The Town comprehensive planning contract remains separate; confidential information and work product will be shared across engagements only when authorized. Additional services require separate written approval and fees.

Expected Outcomes

- An adopted or board-ready three-year strategic direction for the DDA.
- A prioritized assessment of downtown business and redevelopment opportunities.
- A practical first-year work plan with measurable next steps.
- A clearer revenue and partnership development framework.
- Consistent, accurate and coordinated public communications for the downtown development project, contingent on agreement execution and approvals.

Authorization

Upon approval, this proposal may serve as the Phase 2 scope of work, subject to any additional terms mutually agreed in a signed services agreement.

Elevating Missions Consulting, LLC
Katie Pace Quattlebaum
1349 Andrew Bailey Road
Sharpsburg, GA 30277

Sign: _____

Date: _____

Tyrone Downtown Development Authority
Tracy Young/Phillip Trocquet
950 Senoia Rd.
Tyrone, Georgia 30290

Sign: _____

Date: _____

THANK YOU



KATIE PACE QUATTLEBAUM
www.elevatingmissions.org
O: 770-609-3334
C: 828-329-2988
Email: katie@elevatingmissions.org

DDA ITEM Agenda Request Form

Meeting Date:	11/09/2026	**Staff Contact:**	Phillip Trocquet, Assistant Town Manager
Agenda Section:	New Business	**Department:**	Community Development
Item Description:	Consideration of a Professional Services Agreement with Elevating Missions Consulting, LLC for Phase 2 Downtown Strategic Planning, Economic Development, and Communications Services in an amount not to exceed $6,000.		

Background/History:

Following the consultant's April 2026 proposal, the Board selected a phased scope of services from Elevating Missions Consulting, LLC and approved a Professional Services Agreement for Phase 1 DDA Launch Services in an amount not to exceed $6,000. Phase 1 delivered the Downtown Tyrone brand identity, the DDA website, the downtown business inventory and directory, core messaging and positioning, and the public announcement introducing the DDA's next chapter. The website and social media channels are live and in use.

Phase 1 was the first half of Option 2 in the April 2026 proposal, which carried a combined investment of $12,000. The consultant has submitted a Phase 2 proposal dated November 5, 2026 for the remaining $6,000 of that scope. Phase 2 is intended to turn the Phase 1 assets into a three-year strategic plan, a prioritized downtown business and property assessment, and coordinated communications support for the DDA property development agreement that is being prepared separately.

Findings/Current Activity:

The Phase 2 proposal covers seven components: *(1) a three-year strategic plan*, including one facilitated board strategy session, measurable goals, annual priorities, responsible parties, and a first-year implementation tracker; *(2) a downtown business and property assessment* that starts from the Phase 1 directory and prioritizes retention, recruitment, expansion, and activation opportunities while identifying infrastructure, commercial readiness, and permitting constraints that need further study; *(3) communications support* for the DDA-owned property development, consisting of a messaging framework, one press release, one public-facing project overview or FAQ, up to three website and social media updates, and talking points for DDA and Town leadership, prepared only after the development agreement is executed and the necessary approvals are in place; *(4) up to six focused stakeholder conversations*, drawing on shareable findings from the Town's comprehensive plan process without duplicating that work; *(5) a revenue opportunities and organizational sustainability assessment* with board-level ownership and implementation capacity recommendations; (6) one board presentation of the three-year plan, one consolidated revision round, and a first-year action plan with measures of progress; and *(7) continued website and social media support through April 30, 2027*.

The fee is fixed at $6,000, billed in two installments of $3,000 due January 30, 2027 and April 1, 2027. No payment is due in 2026. Work would begin upon contract execution and is anticipated to conclude by April 2027, with the schedule adjustable by mutual written agreement. The fee is unchanged from

the April 2026 proposal, and Phase 2 is the balance of the Option 2 scope the Board reviewed when it selected Phase 1.

Is this a budgeted item? Yes **If so, include budget line number:** 750-75-52 1300 (Technical Services)

Actions/Options/Recommendations:

Staff recommends approval of a Professional Services Agreement with Elevating Missions Consulting, LLC for Phase 2 Downtown Strategic Planning, Economic Development, and Communications Services in a total amount not to exceed $6,000, using the Phase 1 agreement form with the Town's standard terms and the November 5, 2026 proposal incorporated as the scope of work, and authorization for the DDA Chairman to execute the agreement on behalf of the Authority.

The Board may alternatively approve the agreement with the payment schedule as proposed by the consultant, or decline Phase 2 and direct staff to carry out strategic planning and ongoing website and social media maintenance internally.

AGREEMENT

Downtown Strategic Planning, Economic Development, & Communications Services

Downtown Development Authority of Tyrone, Georgia

___/___/2026

Elevating Missions Consulting, LLC (the "Consultant") agrees to provide the Downtown Development Authority of Tyrone, Georgia (the "Client") the following professional services associated with downtown strategic planning, business and property assessment, organizational sustainability, and communications consulting services in support of the Client's initiative (the "Project"), and the Client contracts for such services and agrees to pay for them according to the fees, terms, and conditions set forth herein (the "Agreement").

1. SCOPE OF SERVICES

The Consultant will provide the following services:

Downtown Strategic Planning, Economic Development, & Communications Services (Intended to turn the brand, website, business directory, and communication assets established under the Client's Phase 1 Launch Services Agreement into practical economic development priorities, an actionable strategic plan, and focused communications support for the Client's downtown development project)

- **Three-Year Strategic Plan:** Facilitate one board strategy session; define measurable goals, annual priorities, responsible parties, and a first-year implementation tracker, including board and Town coordination considerations.
- **Downtown Business and Property Assessment:** Using the existing business directory as the starting point, prioritize opportunities for business retention, recruitment, expansion, and practical activation, and identify constraints such as infrastructure, commercial readiness, and permitting that require further assessment.
- **DDA-Owned Property and Downtown Development:** Focus on how projects align with downtown priorities and how to communicate it after execution. Following execution of necessary approvals, prepare a project messaging framework, one media announcement/press release, one public-facing project overview or FAQ, and up to three coordinated website/social media updates, and provide stakeholder talking points for DDA leadership.
- **Community and Business Input:** Conduct up to six focused stakeholder conversations as needed and incorporate relevant, appropriately shareable findings from the Town's comprehensive planning process without duplicating work or treating the two engagements as interchangeable.

- **Revenue Opportunities and Organizational Sustainability:** Prioritize feasible opportuni potential partners, initial steps, and practical board-level ownership; include concise recommendations for implementation capacity.
- **Final Presentation and Implementation:** Provide one board presentation of the three-year plan, one consolidated revision round, and a first-year action plan identifying priorities, next steps, and suggested measures of progress.
- **Ongoing Social Media and Website Support:** Maintain the Client's website and social media channels through April 30, 2027.

Scope Limits and Coordination

- All public statements and project details require approval from the appropriate Client and Town representatives and, where applicable, development partners before publication.
- The Services do not include drafting or negotiating development agreements; legal, engineering, appraisal, surveying, or detailed market or financial feasibility work; ongoing construction communications; continuous media monitoring; or unlimited event, grant, website, or social media management.
- The Client will provide reasonably available documents and designate a primary point of contact. The Consultant's existing contract(s) with the Town of Tyrone remains separate from this Agreement, and confidential information and work product will be shared across the two engagements only when authorized.

2. SERVICE ADJUSTMENTS

Both the Consultant and the Client hereby acknowledge that the Services above are subject to refinement. The Consultant and the Client may, at any time during the Agreement period (see Schedule), make changes to the Services and their technical provisions, as mutually agreed upon in writing. If any such change causes any increase or decrease in the Consultant's cost of performing any part of the Services, an equitable adjustment will be made in Fees, or in the Schedule, or in both, and a written amendment of such adjustment will be made. Any claim by the Consultant for an equitable adjustment must be in writing and delivered to the Client before proceeding with the additional services. The Consultant will perform no additional services until written authorization is received from Client. Nothing in this clause will excuse the Consultant from proceeding with performance of this contract in accordance with the original terms and conditions and any approved changes.

3. SCHEDULE

Work will begin upon execution of this Agreement and is anticipated to conclude by April 30, 2027, with sequencing coordinated between the Consultant and the Client and with any development agreement milestones. The anticipated schedule is as follows:

- **November–December 2026:** Kickoff, document review, board priorities, and initial development communications planning.
- **January 2027:** Business and property assessment, selected stakeholder input, and strategic framework.

- **February 2027:** Draft strategic plan, revenue opportunities, priority actions, and communications materials as project timing permits.
- **March–April 2027:** Board review, final plan and implementation tracker, and approved launch communications.

The schedule above is indicative and may be adjusted by mutual written agreement. Ongoing website and social media support described in Section 1 continues through April 30, 2027.

4. FEES

The Consultant agrees to provide services included in this Agreement for a total fee not exceeding SIX THOUSAND DOLLARS ($6,000.00). Fees will be billed in two installments of $3,000.00 each, with the first installment payable January 30, 2027, and the second installment payable April 1, 2027. No payment is due in 2026. Each invoice shall reflect services performed during the preceding period consistent with the scope of work described in Section 1. The Consultant shall provide a brief written summary of activities performed with each invoice. Fees shall include all subcontractors, as needed, and direct/indirect expenses.

The second installment shall not be due until the Consultant has delivered the final three-year strategic plan, first-year action plan, and board presentation described in Section 1. Delivery of the development project communications materials described in Section 1 is not a condition of payment where the development agreement has not been executed; in that case, the parties will proceed as provided under Scope Limits and Coordination in Section 1.

5. ADDITIONAL SERVICES

Work will be completed based on the Schedule section above. Changes in Client input or direction, excessive changes, or major deviation from the Schedule may be cause for additional services. Any service that the Client requests that is not specified in Services above will be considered an additional service. Such work requires written approval, an amendment to this Agreement, and additional fees.

6. ASSIGNMENT OF WORK

The Consultant reserves the right to assign subcontractors to the Services to ensure quality and on-time completion.

7. COPYRIGHTS

The Consultant shall retain the right to use all copyrighted materials for marketing purposes. The Client shall retain copyrights associated with work after undisputed payment of each task listed in the contract. Such copyrighted material shall include, but not be limited to, digital files, plans, documents, presentations, reports, and other deliverables produced under this Agreement.

8. PERMISSIONS AND RELEASES

The Client agrees, to the level of indemnification allowed by law, to indemnify and hold harmless Consultant against any and all claims, costs, and expenses, including attorney's fees, due to materials

included in the Services at the request of the Client for which no copyright permission or previo release was requested or uses which exceed the uses allowed pursuant to a permission or release.

9. BILLING AND PAYMENT POLICIES

In contracting with the Consultant, the Client warrants that funds are available to compensate the Consultant for the total fees agreed to, and that these funds are neither encumbered nor contingent upon subsequent approvals, permits, or financing commitments by lending institutions or other parties.

The Consultant will submit an invoice to the Client for each installment described in Section 4. Invoices are due and payable on the applicable installment date or upon receipt, whichever is later, and become delinquent if not paid in full 30 days after the due date. The Client must notify the Consultant of any dispute regarding invoices received within seven calendar days of receipt of invoice. Only the disputed portion of the payment may be withheld.

10. TERMINATION

This Agreement may be terminated for cause upon seven calendar days' written notice, as follows:

A. The Client may terminate for their sole convenience.

B. The Client may terminate in the event of the cancellation of funds, a change of priorities, or cancellation of a program with no right of appeal available to the Consultant.

C. The Client or Consultant may terminate for failure of the other party to perform substantially in accordance with the terms and conditions of the Agreement.

D. The Consultant may terminate if the project is suspended for more than 90 calendar days.

When the Agreement is terminated, the Client shall reimburse the Consultant for work actually and properly performed by the Consultant up to the date of termination.

The Client has the right to monitor performance, certification, and any subsequent recourse available in the event of default or non-performance by the Consultant.

11. DISPUTE RESOLUTION

All disputes arising from this Agreement shall be referred to a court of competent jurisdiction. Venue for any cause of action shall be in Fayette County, Georgia, or the Northern District of Georgia, as the case may be.

12. MISCELLANEOUS

This Agreement is governed by the laws of the State of Georgia.

The Client and Elevating Missions Consulting, LLC are independent parties and nothing in this Agreement constitutes either party as the employer, principal, or partner of or joint venture with the other party. Neither the Client nor the Consultant has any authority to assume or create any obligation or liability, either express or implied, on behalf of the other.

13. EXECUTION

The undersigned agrees to the terms of this Agreement on behalf of their organization or business.

CONSULTANT
Elevating Missions Consulting, LLC

By: _____
Katie Pace Quattlebaum
Principal Consultant

Date: _____

CLIENT
Downtown Development Authority of Tyrone

By: _____
Tracy Young
Chairman

Date: _____

Attest: _____
Ciara Willis
Secretary