



DOWNTOWN DEVELOPMENT AUTHORITY

April 11, 2022 at 9:00 AM

950 Senoia Road, Tyrone, GA 30290

Billy Campbell, Chairman

Jeni Mount, Vice-Chairman

Luci McDuffie, Treasurer

Ernie Johnson

John Kaufman

Nathan Reese

Adam She

Brandon Perkins, Town Manager

Phillip Trocquet, Town Planner

Ciara Willis, Secretary

E. Allison Ivey Cox, Town Attorney

AGENDA

Social Distancing will be observed, and seating is limited. The meeting can be accessed live at www.tyrone.org/youtube. If you do not plan to attend, please send any agenda item questions or comments to Town Manager Brandon Perkins (bperkins@tyrone.org).

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE OF ALLEGIANCE

IV. PUBLIC COMMENTS: *The first public comment period is reserved for non-agenda items. 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.*

V. APPROVAL OF AGENDA

VI. APPROVAL OF MINUTES

1. Approval of minutes from March 14, 2022.

VII. OLD BUSINESS

2. A discussion about future DDA-sponsored events. -**Brandon Perkins, Town Manager**
3. Consideration of an official logo for the Tyrone Downtown Development Authority. -**Brandon Perkins, Town Manager | Phillip Trocquet, Town Planner**

VIII. NEW BUSINESS

- [4.](#) Consideration and approval to accept seed funding from the Town of Tyrone in the amount of \$49,250.00 and to allocate \$2000.00 for the purpose of special events for the remainder of FY2022. -***Brandon Perkins, Town Manager***

IX. PUBLIC COMMENTS

X. STAFF COMMENTS

XI. BOARD COMMENTS

XII. EXECUTIVE SESSION

XIII. ADJOURNMENT



DOWNTOWN DEVELOPMENT AUTHORITY MINUTES

March 14, 2022 at 9:00 AM

950 Senoia Road, Tyrone, GA 30290

Billy Campbell, Chairman
Jeni Mount, Vice-Chairman

Ernie Johnson
John Kaufman
Luci McDuffie, Treasurer
Nathan Reese
Adam She

Brandon Perkins, Town Manager
Phillip Trocquet, Town Planner
Ciara Willis, Secretary
E. Allison Ivey Cox, Town Attorney

Also present was:

Dee Baker, Town Clerk
Melissa Hill, Council Member

Absent:

Phillip Trocquet, Town Planner

I. CALL TO ORDER

Attorney Cox called the meeting to order at 9:00 am, the meeting was also available via YouTube Live.

II. OATHS OF OFFICE

Attorney Cox administered the oaths of office to all Board Members.

III. ELECTION OF BOARD OFFICERS

A nomination was made to appoint Board Member Campbell as Chairman.

Board Member McDuffie made a motion to appoint Board Member Campbell as Chairman. Seconded by Board Member Kaufman. Motion was approved 6-0.

A nomination was made to appoint Board Member Mount as Vice-Chairman.

Chairman Campbell made a motion to appoint Board Member Mount as Vice-Chairman. Seconded by Board Member Reese. Motion was approved 6-0.

A nomination was made to appoint Ciara Willis as Secretary.

Board Member McDuffie made a motion to appoint Ciara Willis as Secretary. Seconded by Board Member Reese. Motion was approved 7-0.

A nomination was made to appoint Board Member McDuffie as Treasurer.

Chairman Campbell made a motion to appoint Board Member McDuffie as Treasurer. Seconded by Board Member She. Motion was approved 6-0.

IV. APPROVAL OF AGENDA

Vice-Chairman Mount made a motion to approve the agenda. Seconded by Board Member Kaufman. Motion was approved 7-0.

V. APPROVAL OF MINUTES

VI. OLD BUSINESS

VII. NEW BUSINESS

1. Consideration to approve the official by-laws of the Tyrone Downtown Development Authority. -*Brandon Perkins, Town Manager*

Treasurer McDuffie made a motion to approve the official by-laws of the Tyrone Downtown Development Authority. Seconded by Board Member Reese. Motion was approved 7-0.

2. Consideration to approve the DDA's official meeting day and time. -*Brandon Perkins, Town Manager*

Board Member Reese made a motion to approve the DDA's official meeting day and time as the second Monday of each month at 9:00 am in the Council Chambers of the Town of Tyrone, 950 Senoia Road, Tyrone, Georgia 30290. Seconded by Vice-Chairman Mount. Motion was approved 7-0.

3. A discussion about the vision and short-term goals of the Downtown Development Authority. - *Brandon Perkins, Town Manager*

The board discussed short-term goals for the Downtown Development Authority. The board also shared several ideas on how to get people engaged in the downtown area, such as a spring market or First Friday events.

4. A discussion about future DDA-sponsored events and fundraising options. -*Brandon Perkins, Town Manager*

The board conversed about events that the DDA could sponsor. They also discussed events that could be sponsored in conjunction with the Tyrone Recreation Department. Mr. Perkins emphasized that the town would assist the DDA with downtown area events.

5. Consideration of branding options for the Downtown Development Authority.
- *Brandon Perkins, Town Manager*

Mr. Perkins shared with the board that each DDA entity had its own brand and that the DDA is a brand within itself. Board members discussed and viewed logo designs that could be used as the official brand for the Tyrone Downtown Development Authority.

VIII. PUBLIC COMMENTS

IX. STAFF COMMENTS

Mr. Perkins stated that the next meeting would be held on April 11 at 9:00 am.

X. BOARD COMMENTS

Chairman Campbell thanked the board and town staff for their time.

XI. EXECUTIVE SESSION

XII. ADJOURNMENT

Board Member Reese made a motion to adjourn. Motion was approved 7-0.

The meeting adjourned at 10:26 am.

Chairman

Secretary



DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM STAFF REPORT

Section [PN], Item 2.

MEETING DATE: April 11, 2022
AGENDA ITEM TYPE: Old Business
STAFF CONTACT: Brandon Perkins

STAFF REPORT

AGENDA ITEM:

A discussion about future DDA sponsored events.

BACKGROUND:

The DDA has expressed an interest in hosting events designed to bring citizens and visitors to the Downtown district. In a past discussion, the concept of “First Friday” events was brought up and the Board showed interest in making this type of event happen in 2022.

Staff has conducted additional research and would like to bring additional ideas to the Board for consideration to include possible dates and activities.

The following are the “First Friday” dates for the next several months: May 6, June 3, July 1, August 5, September 2, and October 9. Concern was expressed at the last meeting that we need to ensure that these dates do not conflict with PTC’s Night Market. The dates for Night Market are April 15, June 17, August 19, and October 21 according to the Night Market website, so no conflicts exist.

FUNDING:

The DDA has not yet been provided with funding from the Town and has no revenue of its own at this time. Staff is awaiting input from legal before pursuing a transfer of seed funding from the Town to the DDA.

Funding needed: 1. To provide a band or other entertainment, 2. Advertising, 3. Public safety, 4. Lighting.

STAFF RECOMMENDATION:

Staff recommends targeting June 3, July 1, August 5, and September 2 for our First Friday dates for 2022. Waiting until June will give us time to work out funding, schedule entertainment/food trucks, and advertise.

ATTACHMENTS:

None.

PREVIOUS DISCUSSIONS:

This was previously discussed at the DDA meeting on March 14, 2022.



DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM STAFF REPORT

Section [PN], Item 3.

MEETING DATE: April 11, 2022
AGENDA ITEM TYPE: Old Business
STAFF CONTACT: Brandon Perkins

STAFF REPORT

AGENDA ITEM:

Consideration of an official logo for the Tyrone Downtown Development Authority.

BACKGROUND:

The DDA should have its own branding that sets it apart. The selected logo will be used on all DDA documents, business cards, social media/websites, etc. Staff has created a couple of draft logos to get the conversation started.

FUNDING:

None

STAFF RECOMMENDATION:

Staff recommends that the Board discuss the samples presented and offer their input for improvements that will lead to a final product.

ATTACHMENTS:

Sample logos.

PREVIOUS DISCUSSIONS:

This was previously discussed at the March 14, 2022 meeting.



Figure 1 Option 1



Figure 2 Option 2

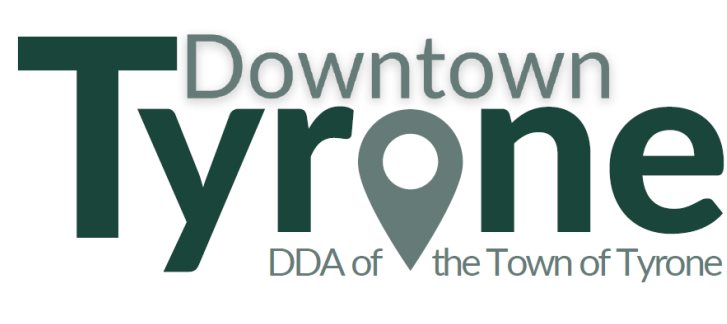


Figure 3 Option 3



DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM STAFF REPORT

Section [PN], Item 4.

MEETING DATE: April 11, 2022
AGENDA ITEM TYPE: New Business
STAFF CONTACT: Brandon Perkins

STAFF REPORT

AGENDA ITEM:

Consideration and approval to accept seed funding from the Town of Tyrone in the amount of \$49,250.00 and to allocate \$2,000.00 for the purpose of special events for the remainder of FY2022.

BACKGROUND:

The Town Council will consider providing the DDA with seed funding in the amount of \$49,250.00 from its Sanitation Enterprise Fund during its regular meeting on April 7, 2022. If approved, the DDA will be able to use this funding for any legal purpose.

In order to make this transaction official, the Board needs to vote to accept the transfer from the Town.

The Board should also consider approving the allocation of \$2000.00 to cover the costs of hosting June's First Friday event.

Staff will move to prepare a proposed budget for FY2023 for the Board's consideration. We will present the first draft during the May 9, 2022 meeting and hold a public hearing (if required) during the June 13, 2022 meeting. A special called meeting would then be required between June 13 and June 30 to officially adopt the FY2023 budget.

FUNDING:

Seed funding in the amount of \$49,250.00 from the Town of Tyrone.

STAFF RECOMMENDATION:

Staff recommends 1. Approval to accept the transfer from the Town and 2. Approval to allocate \$2000.00 for the purpose of hosting a First Friday event in June.

ATTACHMENTS:

1. Council meeting agenda staff report from its April 7, 2022 meeting.

PREVIOUS DISCUSSIONS:

None.

TOWN OF TYRONE

COUNTY OF FAYETTE

RESOLUTION NO.

2022-____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DOWNTOWN DEVELOPMENT AUTHORITY OF TYRONE, GEORGIA; TO PROMOTE THE REVITALIZATION AND REDEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT OF TYRONE; TO ACCEPT FUNDING FROM THE TOWN OF TYRONE TO ENCOURAGE THE REVITALIZATION AND REDEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT OF TYRONE; AND TO PROMOTE THE PUBLIC HEALTH, SAFETY, AND WELFARE; AND FOR OTHER PURPOSES.

W I T N E S S E T H:

WHEREAS, the Town of Tyrone, hereinafter referred to as the “Town,” caused the creation of the Downtown Development Authority of Tyrone for the purpose of revitalization and redevelopment of the central business district of the Town of Tyrone; and

WHEREAS, the Board Of Directors Of The Downtown Development Authority Of Tyrone, hereinafter referred to as the “Authority”, is the duly appointed governing body for the Authority; and

WHEREAS, in an effort to further the Authority’s purposes, the Town has made the decision to transfer certain seed funds from the Town to the Authority for distribution by the Authority as it deems necessary for the promotion of the revitalization and redevelopment of the central business district of the Town; and

WHEREAS, these funds will enable the Authority to design a preliminary budget and commence the work of revitalization and redevelopment of the central business district of the Town.

NOW, THEREFORE, IT IS RESOLVED, by the Board Of Directors Of The
Downtown Development Authority Of Tyrone that the Authority hereby accepts seed funding
from the Town of Tyrone in the amount of \$49,250.

SO RESOLVED, this _____ day of _____, 2022.

**THE DOWNTOWN DEVELOPMENT
AUTHORITY OF TYRONE**

By: _____
Billy Campbell, Chairman

ATTEST:

(AUTHORITY SEAL)

Ciara Willis, Secretary

By:

Approved as to form:

Town Attorney

TOWN OF TYRONE

COUNTY OF FAYETTE

RESOLUTION NO.

2022-____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DOWNTOWN DEVELOPMENT AUTHORITY OF TYRONE, GEORGIA; TO PROMOTE THE REVITALIZATION AND REDEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT OF TYRONE; TO EXPEND FUNDS FOR THE PURPOSE OF SPECIAL EVENTS FUNDING FOR FISCAL YEAR 2022; TO ENCOURAGE THE REVITALIZATION AND REDEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT OF TYRONE; AND TO PROMOTE THE PUBLIC HEALTH, SAFETY, AND WELFARE; AND FOR OTHER PURPOSES.

W I T N E S S E T H:

WHEREAS, the Town of Tyrone, hereinafter referred to as the “Town,” caused the creation of the Downtown Development Authority of Tyrone for the purpose of revitalization and redevelopment of the central business district of the Town of Tyrone; and

WHEREAS, the Board Of Directors Of The Downtown Development Authority Of Tyrone, hereinafter referred to as the “Authority”, is the duly appointed governing body for the Authority; and

WHEREAS, the organization and hosting of special events targeted to attract residents and business to the central business district of the Town of Tyrone of will further the Authority’s purposes, to revitalize and redevelopment of the central business district of the Town; and

WHEREAS, whereas these events will require the expenditure of funds.

NOW, THEREFOREBE, IT RESOLVED, by the Board Of Directors Of The
Downtown Development Authority of Tyrone that the Authority hereby allocates two-
thousand dollars (\$2000.00) to fund the Authority's organization and hosting of special events
in Fiscal Year 2022.

SO RESOLVED, this _____ day of _____, 2022.

**THE DOWNTOWN DEVELOPMENT
AUTHORITY OF TYRONE**

By: _____
Billy Campbell, Chairman

ATTEST:

(AUTHORITY SEAL)

Ciara Willis, Secretary

By:

Approved as to form:

Town Attorney