

Acworth Downtown Development Authority
Regular Meeting Minutes
Tuesday, March 18, 2008 at 6.02 p.m.
Acworth City Hall – CR-1

Members Present:

Darlene Knight Tom Bretherton Pete Thorpe, Chairman Shana Gould
Brigita Rowe Mike Fusco Alan Erisman
Doug McKittrick

Members Absent: Dene Sheheane

Others Present: Amanda Sutter Marian Williams
Alderman Gene Pugliese

- I. Call to Order: Chairman Thorpe called the meeting to order at 6:02 p.m. and noted that a quorum was present.
- II. Invocation: Chairman Thorpe opened the meeting with prayer.
- III. Public Comments: There were no public comments.
- IV. Approval of February Meeting Minutes: Mr. McKittrick made a motion to approve the February minutes as presented. Mr. Fusco seconded the motion and it carried unanimously.
- V. Presentation of Financial Report: The board will receive an update on the financial report for February and March at the April 15th meeting.
- VI. New Business:
 - A. DDA Facilitating Merchants meeting relating to parking – Ms. Sutter stated that Mr. Douglas drafted a letter, as directed by the Board at the February Meeting, for the purpose of coordinating a meeting with the merchants to discuss parking issues in the downtown area. Ms. Sutter asked the board for their recommendation for a date for this meeting. Following discussion by the board, staff was directed to schedule this meeting for Wednesday, April 9th at 6:30 p.m. Staff was directed to mail this letter to the business owners requesting their presence and participation at the meeting. The board agreed to limit merchant comments to five minutes. Ms. Knight and Ms. Gould agreed to share this information at the April Merchant's meeting.

Continuing Business:

- A. Update of 2008 DDA Building Awards – Ms. Sutter stated that staff met with the Economic Development Committee on March 6th to discuss and define the parameters of the guidelines for the DDA Building Awards. Staff informed the committee that the DDA District boundaries were correct per the map provided at the February meeting. Ms. Sutter stated that the committee developed guidelines for the awards and the committee agreed that they would like to give the awards as presented at the February meeting. The committee would like to incorporate

property owners that are not in the DDA District that can contribute to historic downtown Acworth. Staff provided the board with a copy of the guidelines and a memorandum outlining the outcome of the meeting. Ms. Sutter stated that the committee would like to seek board approval for the adoption of the DDA Building Award guidelines. A motion was made by Mr. McKittrick to approve the DDA Building Award guidelines. Mr. Fusco seconded the motion and it carried unanimously. Staff was directed to mail out the letters of notification to the award recipients of their award and to request their presence at the April 17th Mayor and Board of Aldermen meeting for recognition.

B Update of Pro Wakeboard Tour – Ms. Sutter stated that the City Staff suggested a “Welcoming Block Party” to the Downtown Merchants for their consideration. Ms. Sutter stated that the downtown merchants agreed to support a welcoming event for the Pro Wakeboard Tour on May 17th. Staff recommends that the DDA Board support the welcoming event for the Professional Wakeboard Tour. Following discussion by the board, a motion was made by Ms. Knight to support a welcoming event on Saturday, May 17th for the Pro Wakeboard Tour. Mr. McKittrick seconded the motion and it carried unanimously.

.VIII. Committee Reports:

A. Railroad Underpass Task Force Report – No report was given.

B. Downtown Directional Signage Report – Ms. Sutter reported that Public Works has begun preparing to install the signs. Ms. Sutter stated that the signs would be installed by the end of March. Ms. Sutter stated that staff request board approval for the cost of the concrete for the installation of these signs in the amount of \$150. A motion was made by Mr. Bretherton to approve the expenditure of \$150 for the installation of the directional signs. Chairman Thorpe seconded the motion and it carried unanimously.

C. DDA District Building Improvement Program Report - Ms. Sutter stated that staff has been in contact with the City attorney concerning paperwork required by the GA DCA for the grant received by BBE&F, LLC. Ms. Sutter reported that the City attorney is in the process of reviewing two resolutions that staff generated that will require DDA approval to be presented at the April meeting.

D. Joint Tourism/DDA Marketing Committee Report - No report was given.

E. DDA Marketing Committee Report – Ms. Sutter distributed copies of the Spring Promotional Post Card that were mailed to the Cedar Crest Corridor. Ms. Sutter stated that additional post cards are available for the board members and merchants. The Board discussed the possibility of tracking future post cards to determine the success of the promotional post cards by adding a 10% discount with participating merchants. Ms. Knight and Ms. Gould agreed to discuss the 10% discount on the post cards with the merchants at the April Merchant’s meeting.

F. Flower Basket/Banner Committee Report – Ms. Sutter provided a mock up of the banner that was approved by the board at the February meeting. Ms. Sutter stated that the banners are expected to arrive by the end of March.

G. Taste of Acworth Committee Report – Staff recommended to the board partnering with the Acworth Business Association for the Taste of Acworth Event on Saturday, October 18, 2008. A motion was made by Mr. Bretherton for the DDA to approve a partnership with the Acworth Business Association for the Taste of Acworth 2008. Mr. McKittrick seconded the motion and it carried unanimously.

IX Staff Report:

A. Main Street Institute Training Report – Ms. Sutter reported that she attended the recent 2008 Main Street Institute (Main Street 101) on March 12-14th in Statesboro, Georgia. Ms. Sutter provided copies of the Main Street training information on disc to each member for their review.

B Update on 2008 Georgia Cities: Heart & Soul Bus Tour - Ms. Sutter stated that there are no new updates at this time. Ms. Sutter invited the board members to participate in the welcoming event for the tour. Ms. Sutter stated that the bus would arrive at approximately 10:45 a.m. on Friday, April 18th in front of the library.

X. Other Business – Mr. Fusco expresses his concern for the trash accumulation on Main Street. Ms. Rowe also expressed concern with the trashcan located in front of the Ivy Shop. Ms. Sutter reported that the SPLOST funding for Senator Russell improvements incorporates funding for new trashcans on Main Street.

Mr. McKittrick reported that Stubby's Restaurant is under new management and he recently met the new owners.

Ms. Sutter reminded the Board of the upcoming Classic Car Cruise Night on Saturday, March 28th from 4-10 p.m.

XII. Announcements:

- March 27th – HPC Meeting at 6 p.m.
- March 29th – Classic Car Cruise Night 4-10 p.m.
- April 10th – Tourism Meeting at 6 p.m.
- April 15th – DDA Meeting at 6 p.m.
- April 18th – Heart & Soul Bus Tour 10:25 – 12:30 p.m.

IV. Adjournment: Chairman Thorpe adjourned the meeting at 7:04 p.m.