

**Jefferson Downtown Development Authority**  
**Tuesday, May 23, 2017 6pm**  
**Jefferson Station Community Room**

**Members Present**

Joel Harbin  
Christine Dalton  
Willie Hughey  
Steve Quinn  
Shawn Watson

**Absent**

Terry Liles

**Staff**

Pat Levinge, Treasurer  
Beth Laughinghouse

1. Call to Order
  - Meeting was called to order by Joel Harbin at 6:01pm
2. Approve Minutes
  - Approval motion was made by Steve Quinn, second by Willie Hughey. Motion was approved unanimously.
3. Approve Budget Report
  - Pat Levinge presented the financials for April.
  - Bank statement is reconciled.
  - YTD we have received \$15,360.32 in income and spent \$8,634.71 in expenses. Our over YTD is \$6,725.61.
  - The overage for 2016 of \$17,774.87 does not reflect a \$5,000 management fee and Pat will deduct that fee from that total.
  - Joel: We need to send Jeri the final numbers for 2016
  - Pat: The overage for 2015 is \$14,798.00 and that check has been signed and is ready to go tomorrow, certified with return signature.
  - Motion to approve budget report was made by Willie Hughey, second by Shawn Watson. Motion was approved unanimously.
4. Committee Reports
  - a) **Lee Street**
    - Joel: I have emailed Jerri, awaiting a response on the email about the repair vs maintenance on the blacktop.
    - Shawn: So we are still in limbo on the paving right? When we get an answer back from Regions, we probably need to reach out to Garrett Paving again to confirm the pricing. It could have changed. I'd hate to go through the whole approval process and get it approved for the wrong price.
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## 5. New Business

- No new applications May
  - b) **Create a 501c3 arm of the DDA**
    - Joel: Who was taking ownership of this? Leave this on the agenda again.
    - Beth: Do you want anything done before the next meeting?
    - Joel: So if we want to create a 501c3, as I understand it, we need to create it under a different name other than the Jefferson DDA. I'll call Jennifer Scott with Braselton and see what they did.
    - Beth: Their 501c3 is simply a piece of paper she keeps in a drawer until they need it. They have their bylaws, their name, etc.
    - Shawn: Is creating a 501c3 something we feel like we can do or will we need to get an attorney?
    - Joel: We will need to get an attorney to help. Jennifer can recommend the attorney they used.
    - Pat: I have a lead on someone who helps with the filing of the paperwork and I'll find out that contact info
    - Steve: The fees we will spend creating the 501c3 are nothing compared to the potential funding we can receive
  - c) **Next DDA Project**
    - Joel: Any thoughts? The Pendergrass House is actually moving forward.
    - Steve: Any other buildings for sale?
    - Beth: Mike's Grill is still on the market.
    - Shawn: Is the couple still interested?
    - Beth: Yes, but the sprinkler system and cost associated with that is a stumbling block but we are discussing that and trying to come up with a solution for that. There is no building in the immediate downtown area that is for sale but you do have some vacant buildings...John Peebles, you have Ron Bond's building across from the courthouse, the Goodwin-Reuss house on North Ave that is empty (next to Steve Kinney). I should have brought a copy of the RSVP plan because there is infill plans in that...the property behind Cream & Shuga that the city owns, the property downtown adjacent to the Regions Bank and Hughey Park property. Your next project doesn't have to be a building...it can be a land project.
    - Willie: Who owns that property, the city or the bank?
    - Beth: David Wilson
    - Shawn: Is John considering renting his building?
    - Steve: I talked with John the other day and he is seriously thinking about cleaning it up and renting it out. I don't know how fast that is going to happen but he is considering it.
    - Christine: What is going in when the dentist was?
    - Shawn: The back of the building is going to be party rooms and that will be finished tomorrow. The front...still not 100% sure...I've got to meet with the fire department but I'm thinking about something similar to Webb's Snack Shack. I've got a few folks that are interested in subleasing so I'm not real sure yet. I don't want it to be an office.

- Steve: I'd love to see us get involved with the amphitheater but there is so much that needs to happen before that can happen. The transmission shop...is it still for sale?
- Beth: I think he would be open to selling.
- Shawn: I don't know where the city is at but what about the steps in the master plan that deal with signs...I don't see why the DDA couldn't be involved with signs...public parking, restrooms.
- Beth: Signs are a part of my 2018 budget but obviously that is still a few months off. I can present that number to you guys next month and there would still be time to include it in my 2018 budget if the DDA decided not to do something about signage.
- Steve: Anything else in that plan that we could look at?
- Beth: It specifically mentions the DDA as being a developer. The amphitheater is the big project in the master plan.
- Joel: What is the city doing toward that?
- Steve: Nothing right now
- Beth: I'm budgeting for design fees in my 2018 budget.
- Steve: Will EMI be helping with that?
- Beth: Yes! They were very gracious in helping with the sprinkler system at the Museum so I would like to ask for their help
- Steve: I'll see them in June at GMA and I can have a conversation with them. Depending on how detail you want, they can help. Maybe even a splash pad
- Beth: Splash pad wasn't part of the master plan; not ruling it out, just wasn't part of the original plan.
- Joel: would an amphitheater be over \$100K? I'm of the mind set if you're going to do something, do it right.
- Beth: I'm not against a splash pad but with the space we have presently there isn't room for both amphitheater and splash pad.
- Steve: We own the park too correct? Beth: Yes
- Beth: The driveway at the park is city property also.
- Joel: Going back to the signs...where they poured the new sidewalks at the bank...the signs send a negative message...they are red with black letters...looks more like a No Parking sign instead of a public parking sign. I don't think people notice it because it blends in.
- Steve: I like the signs at the school...red and blue...they are visible and look good
- Beth: I'll check and see who did those.
- Shawn: Are you looking at wrought iron with a more historic feel?
- Beth: That would be great but I think we are open to anything.
- Shawn: With multiple events going on in the party rooms, people are obviously going to have to park in the parking lots. When you leave the north side parking lot and turn right up Washington Street, there is nothing to direct you to the parking on College Street. I don't know the cost of signs, but it would be a big help and encouraging more people to come to town when can easily find parking.
- Beth: On the signs, I'll leave the cost of the budgets in my city budget but bring pricing back to you at your June meeting.

- Steve: You're not talking about the stuff on the side of the building right? Beth: no that was part of the RSVP.
- Joel: do we have public restrooms? Beth: Yes at Hughey Park but we need something on the north side of the square...that would be a great project and I know where you could put them....make them part of the lot where the dumpsters are. It's a zero lot line so there is room on that lot.
- Beth: The restrooms would back up to the 55 College Street building...there is water and sewer already in place.
- Shawn: That should be a fairly simple project. You would need handicap access.
- Beth: I'll take this project and check on pricing. I'll also check with Jeff Killip as Public Works Director...he'll have access information to the water and sewer.
- Joel: Who will maintain that bathroom? Beth: Well, unfortunately it would fall to Joe Savage's crew but this bathroom would not be open every day...just for special events.
- Beth: Going back to the amphitheater...do you want me to do anything about this? I'm thinking more like Suwanee but not that big.
- Christine: Joel is calling Jennifer about the 501c3 he could ask about the amphitheater.
- Joel: Am I asking about pricing? Beth: No just who designed.
- Beth: I'll check with Adam Edge in Suwanee about who did theirs for comparison.
- Shawn: If we want to do something with the amphitheater we definitely need to get the ball rolling whether it be talking about the cost for design but we're kind of stuff until we know about the property next door and how it would fit into a plan.
- Joel: I would like to see the city get involved in an amphitheater plan.
- Steve: I agree...maybe with the city we put money into a stage instead of the actual amphitheater, as an example. Buford has a great example with the way it was created.
- Shawn: What did you say you were preparing for your 2018 budget?
- Beth: Just the design cost.
- Steve: Do we want to have conversations with Jerry @ EMI?
- Beth: Well, you all have a point...do we want to just talk about a design for the property we own now or do we expand the ideal plan to include the other 9 acres?
- Joel: Madison has a great set up too....I don't have a clue on pricing for a set up like theirs.
- Steve: Let's work on sign cost and by time the amphitheatre comes around maybe we can help with that too.
- Beth: Do you want me to check with Adam and Joel to check with Jennifer?
- Steve: Yes Joel: I'll check with Jennifer
- Shawn: Someone can have the conversation with Jerry/EMI and they can tell us capacity with what we have and maybe a price with what we have.
- Beth: Do you want to talk with Jerry? Steve: Yes, I will.

- Beth: Our DDA meeting is the day you guys get back from GMA Conference. And I hate to wait until Savannah because you know he won't have details with him.
- Steve: I'll talk with him before Savannah.
- Shawn: so what about the bathrooms?
- Beth: I'm going to follow up with Jeff Killip on that project.
- Joel: I think that is a good project...if we can do the bathrooms and the signs, that would be good.
- Shawn: those are both relatively low cost projects that would have immediate effect to the businesses downtown.
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d) Boost Program:

- Beth: Please leave this on the agenda...I haven't don't any more research yet but I will continue to work on this.

e) Mike's Grill

- Steve: I had a conversation with Jon Herschell about doing a "forgiveness program" as far as some of the cost for the tap fees, which are very expensive for Mike's Grill. I think it would be an incentive to folks to renovate buildings if there was this type of program in place because what we get out of that is buildings being renovated, jobs, sales tax, is going to be much more than the \$20/\$25K tap fee in the long run. I talked to Jon about that...we'll see how far it goes.
- Joel: That would be wonderful.
- Steve: It would just make people want to reinvest in downtown . We'll see how far it will go. I also talked to Mark Duke about the fire suppression system and there are options there by separating rooms with fire doors, etc.
- Beth: The vault/tap fees are really high...the fees for the Museum would have been \$45K but thankfully the Public Works department absorbed that cost.
- Steve: Although Jeff would lose the tap fees, the city would get the money for the water and then that's just a paperwork issue of moving money around...that is a city issue, not a DDA issue, but I mentioned to John that HPC, the DDA...everyone would love this idea of giving incentives to renovate downtown buildings.
- Joel: What is the tap fee we're talking about?
- Steve: It is related to the size of the line coming into the building. Residential is about \$450 but when it comes to commercial it is much more expensive. I didn't have to have a system because I guess I'm grandfathered in.
- Beth: You don't have to have one because you don't serve alcohol. The magic number is 99...if you serve more than 99 people and you serve alcohol, you have to have a fire suppression system. That is a State Fire Marshall law, not a city code.
- Joel: Does it cost the city the amount they charge for a tap fee?

- Steve: I don't know...I don't have those numbers.
- Shawn: I think it is based on location and the volume capabilities for the property. The city might have to spend money to increase the capabilities in a location based on what the business needs.
- Beth: There is also a monthly fee based on the size of your tap that you pay for those lines.
- Joel: Why was this not done at Mike's before now?
- Beth: Because he was grandfathered in but when the property changed ownership the new owners will have to bring the building up to current codes.
- Joel: Since the codes have been updated, have we had any businesses pay these new fees?
- Steve: At the distribution centers and the fees are a lot more for those buildings, but nothing downtown. Did Real Deals pay the fees?
- Beth: Yes.
- Shawn: Any kind of incentives that the city of the DDA can offer is great but code enforcement needs to stay on the people who own these buildings to keep them up to code.
- Beth: City Council approved last night the Demolition by Neglect ordinance that will now provide Keith Robinson a better code to use. I will be providing him a list of properties that need attention in the historic districts around town.
- Joel: Good job council!
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## 6. Old Business

### a) Logo

- Beth: Here are the designs that Diana has come up with. Remember the colors and font styles and sizes can change. I need some feedback
- Christine: I like the street sign one.
- Beth: I think it has to say "Jefferson Downtown Development Authority". I think if you leave it at "DDA" most folks will have no clue what that is. You do not have to decide tonight but I'm looking for feedback.
- Joel: I like the sign but do something with the lettering....make the whole design bigger so the lettering can be bigger and bolder.
- Willie: Maybe let the downtown businesses have some input.
- Beth: We need something simpler than the building that can be reproduced on pens, t-shirts, etc....the line drawing of the building would be difficult to that on a pen.
- Beth: What more do you want to see with the sign?
- Joel: This is just me...the sign needs to be bigger but it's bigger than the words so the words need to be bigger and bolder and maybe with a design around the sign like the one below.
- Steve: The sign is too basic..maybe a little more intricate? Use the green logo as the sign on the bracket.
- Beth: If we get the sign on the bracket a bigger, the sign will overpower the bracket.

- Beth: I did ask her to use the Jefferson across the entire logo with a “dot” in between the letters.
- Beth: I’ll make the suggested changes and bring changes back to you next month.

b) Wreath project

- Leave on the agenda please per Beth

c) DCA financial registration

- Joel: Steve, I know you said you would get with Pat and take care of this.
- Beth: I think there is a deadline on this.

d) Tax Status

- I will continue to monitor this situation until

7. Public Input

- None this month.

8. Adjourn

- Motion was made by Christine to adjourn, second made by Wilie. Motion passed unanimously. Meeting was adjourned at 7:04pm.

Respectfully submitted,

Beth Laughinghouse