

Jefferson Downtown Development Authority
Tuesday, August 23, 2016 6pm
Jefferson Station Community Room

Members Present

Joel Harbin
Steve Quinn
Christine Dalton
Tracey Kerlin
Shawn Watson
Pat Levinge, Treasurer

Members Absent

Willie Hughey
Terry Liles

City Staff

Beth Laughinghouse

Guest

Greg Laughinghouse

1. Call to Order
 - Meeting was called to order by Joel Harbin at 6:01pm
2. Approve Minutes
 - Approval motion was made by Christine Dalton, second by Steve Quinn. Motion was approved unanimously.
3. Approve Budget Report
 - Pat Levinge presented the financials for June.
 - Bank statement is reconciled.
 - Capital gains realized on the sale of 55 College Street was \$38,958.89
 - Motion made by Dalton, second by Tracey Kerlin. Motion passed unanimously.
 - a). Letter to Regions @ 2015 Final numbers:
 - Pat does not have all that she needs to provide the final 2015 numbers to Regions.
 - Joel sent an email to Amie Pirkle requesting numbers; no reply from Amie.
 - Joel did advise Jerri at Regions Bank about the delays.
 - Steve Quinn will follow up with City Manager and Amie.
 - b). Letter to Regions @ difference in lease:
 - Joel has provided a chart of the rent to Pat. Any shortages in the 2016 rent will be taken from the overages for this year.
4. Committee Reports
 - a) Lee Street
 - Request to repair/pave driveway-Shawn met with xxx and asked him to price the job three ways: (1) cut, repair and asphalt under canopy, (2) crack fill other areas and (3) sealcoat and stripe parking lot and driveway.
 - An additional quote will come from Joe Savage's contact.
 - Steve: What is the guarantee on the work?

- Shawn: Normally seal coat is a 2 years but Shawn will double check.
- Joel: Concrete under the canopy is the long term answer.
- Steve: Spreading the payment over 3-4 years is good; 15-20 is not
- Shawn: Maintenance of the new work needs to be maintained; a chemical cleaning to remove the oil will extend the life of the pavement
- Joel: Regions may agree to a difference depreciation schedule and we would want them to agree to that schedule before completing the job
- Joel: Is this a “Must Do”? Shawn and Steve both agreed it looked bad.
- Shawn: Regions is going to point out that asphalt, properly maintained, would last 10-15 years and that would be an addition to their year budget.
- Shawn: I talked with the tellers about the schedule of paving...closing the drive thru for the work...most asphalt companies will not open on a weekend for such a small job. The first quote is based on doing the 1st lane open and repairing lanes 2 & 3 and then visa versa. This for sure elevates the price.
- Joel: Our price might be better if they can do it all at one time....will they shut down the drive thrus to do that? What if the weather is bad and paving cannot happen
- Christine: Any holidays that asphalt companies won't be closed? Columbus Day?
- Steve: Have a conversation with the bank about the paving and see if they have a scale on the payback. Beth will check with CBRE on a 2 day paving project.
- Shawn will meet with Joe's company to assure quotes are for the same project.
- Joel: Pat may have a depreciation schedule for asphalt.
- Joel: Will talk/email Jerri about the payback schedule on the paving.

Second Building at Regions Bank

- Steve: Do we want to start a conversation with Regions about separating the buildings and being able to rent it.
- Beth: There is separate power but security is for the entire building.
- Joel: Will include this question in his conversation with Jerri.
- Christine: There is other office space available in Jefferson if someone is looking for just an office.

5. New Business

- a) Façade Grant Applications
 - No new applications for July.

6. Old Business

- a) Downtown Advertising
 - Shawn: All is going well
 - Beth: If you want help designing a new billboard, let me know and I'll ask Ceil or Diana for help
 - Steve: We need to market downtown better on the bypass

b) Winter Wine Fest/Fundraising
BBQ, October 22

- Tracy: working on the BBQ; plates are \$8/each split 50/50 with Iron Pig.
- Pulled pork, Brunswick stew, slaw and 2 pieces of bread
- Need a schedule of folks to work on October 22.
- Tickets: need a BBQ/Raffle combined ticket and a single ticket for raffle only
- Cost is \$8/plate Goal is to presell 250 tickets.
- Shawn: determine pick up times...Joel suggested 11am-1pm.
- Tracy: do we want extra plates? How many?
- Iron Pig needs a one week notice as to how many plates were sold
- Cut off would be October 14.
- Joel: Will there be an area for folks to sit...tables and chairs? Beth will check with Marcia.
- Brasstown Raffle is part of your plate purchase.
- Christine: Can you purchase raffle tickets individually? Yes, , raffle tickets are \$2/each or 6/\$10; Beth will ask Diana for help designing tickets.

Bingo

- Tracey: Does Jefferson have Bingo sometime during the year? Nothing organized as an event
- Christine: VWF Gainesville is a lot of fun. They have games on Friday night.
- Joel: We could have a Bingo Night...meal or hors d'oeuvres, entertainment and Bingo.
- Can we give out money? Prizes could be purchased and winners would get prizes instead of money.
- Beth: Check with Ronnie...can we give out cash prizes?

Winter Wine Fest

- Beth: Is Winter Wine Fest still on the schedule for January?
- Beth will check the calendar at the CWL Museum and email the DDA
- Joel: I really like the Bingo idea...I would be in favor of scrapping WWF and adding a Bingo event.
- Beth: Remember you must have a state permit for this event and the wine must be ordered through a distributor. You cannot purchase at Sam's, grocery store or have it donated.

c). Purchasing Policy & Audit Items:

- Steve: Nothing from Jon

d). Grant, Other Items

- Christine: Steve was going to check with City Hall and see how new businesses get information about grant opportunities.
- Beth: Shawn had some ideas in July about "business grants" for events or outside tables/chairs.
- Shawn: This type of grant would require a different grant application.
- Beth: Once the DDA decides what to do, we can come up with a different application.

- Shawn: The idea for this type of grant came from Danny Bivens during the RSVP interview. The grants could also possibly be used for events...two or more businesses partnering together on an event.
- Joel: Let's check with Danny on what communities are doing this type of partnership.

7. Public Input

- None

8. Adjourn

- Motion was made by Steve to adjourn, second made by Christine . Motion passed unanimously. Meeting was adjourned at 6:50pm.

Respectfully submitted,

Beth Laughinghouse