



**DOWNTOWN DEVELOPMENT AUTHORITY
MAIN STREET BOARD OF DIRECTORS
CITY OF AUBURN, GA**

Bel Outwater, *Chair*
Tina Parks, *Vice-Chair*
Amy Holstein, *Secretary*
Mary Grace Vogel
Bob Konst
Charles Brank

**MINUTES
FEBRUARY 11, 2021 @ 6PM
VIA ZOOM**

MEMBERS PRESENT

Bel Outwater, Tina Parks, Bob Konst, Mary Grace Vogel, Chuck Brank, Amy Holstein
Staff: Jay Miller, Josh Campbell, Dave Schmit (Development Partner)

OPEN MEETING BY CHAIR

6:02 p.m.

OLD BUSINESS

1. APPROVAL OF MINUTES FROM JANUARY 11, 2021

Board discussed needing to add Chuck's amendment to the minutes.

Motion: Mary Grace

Second: Bob

Vote: Tabled

NEW BUSINESS

1. TOWN CENTER UPDATE – DAVE SCHMIT & JACK WILSON

Jack provided details on the project. Dave and the DDA have an agreement for Dave to be able to purchase the remaining land to develop as residential. Dave is ready to close on parts of the purchase from Howard Hawthorne and the DDA. Jack showed the board the graphic showing who would own what. Grading and development is going to start in a couple of weeks, with City Hall following in late spring. We wanted to update you on timing and Dave's lawyer is working on the closing documents that will be brought to you in March.

We are also asking the cell tower company to adjust their easement that is on the site. So, there will be some documents that you will need to vote on there as well.

Dave added some additional details on infrastructure and the construction of the residential portions. Alex informed the board that they had a kickoff meeting and are going to receive the land disturbance permit within a day or two. The crew will start some grading on the site. Going to work our way back from Atlanta Highway. Once Dave closes on the other portions of land, we will move towards 6th street entrance.

Jim Jarrell: asked about whether we hit rock on the site.

Dave: Actually, we did not. We did a lot of testing prior.

2. LCI UPDATE

Jay stated that city council will adopt the LCI in March. We are working on submitting another LCI application for a supplemental grant that will provide us the opportunity to conduct further detailed planning for the projects outlined in the LCI.

Chitra Subarrayan: LCI is a great foundation for us to continue to seek funding for these projects.
Chuck: Are we wanting to lean towards the bike path and connectivity in the first phase of the LCI. Is that the direction we are going in?
Jay: Yes, the LCI looks at the connectivity aspects and all those types of projects are on the table.
Mayor Blechinger: Wanted to add that the Rowen project is a big aspect and we are wanting to make sure we are connected to that. Gwinnett County is going to big a substantial park that will connect into our park and we will be connected to those trails.

3. BRANDING UPDATE

Jay and Chitra presented to the board the latest drafts of the city logo and branding project.
Chitra: For this project, we want to make sure that we plan for taking ourselves to the next level. We have a great consultant helping us.
Jay will send the presentation to the board for comments,
Josh added that Auburn has a lot of home-based occupations and that including entrepreneurship into the branding is great.

4. FINANCIAL STATEMENT

Account Balance: \$33,989.42
We set up a liability account to reflect Whistlestop Shop deposits, so we won't have to open a separate bank account.
Bel: Josh, thank you for setting up the spreadsheet showing rents and revenues.

5. MAIN ST/DOWNTOWN REPORT

Bob: Did we lose the photographer at the shops?
Josh: Yes, he is moving onto another store since he was growing.
Mayor Blechinger: Added that the shops are a kicking off point, however we want to retain them in Auburn. We need to keep that dialogue open and keep them here if at all possible. Also, we need to tell that story of moving on and expanding from Whistlestop Shops as a success story.
Tina: I saw where Grover praised the city and the shops on social media.
Bob: Maybe we should start a success board that shows where people have moved to, etc.
Chuck: Stated that maybe we needed to outfit on the shops for food service.
The board had a lengthy discussion on health department requirements and food service.
Chuck: Can we start to do smaller events or are we still on hold by Covid?
Mayor Blechinger spoke to vaccinations and is hoping that we will have some events soon.
The board discussed allowing a tenant to have two shops selling similar products.
The board discussed possibly renting out the old museum again.
The board discussed renovating the sign of Hue Graphics building – such as painting, mural, etc.
Chuck suggested having a competition for the mural or it could be temporary installment that changes throughout the years.
Jim and Ellie expressed they would be willing to help.
Mayor Blechinger expressed that the Children's Park could use a mural refresh as well.
Jay expressed also that we need to be thinking about what happens with the downtown city buildings once the city vacates the spaces. We need to start planning for programming, revitalization, and management.

ANNOUNCEMENTS

None.

AJOURNMENT

Motion: Tina
Second: Chuck

Vote: Yes. 7:28 pm.

NEXT MEETING

March 11, 2021 @ 6pm.

Respectfully submitted:

Attest:

Amy Holstein, *Secretary*

Bel Outwater, *Chair*