

Jefferson Downtown Development Authority
Tuesday, September 27, 2016 6pm
Jefferson Station Community Room

Members Present

Joel Harbin
Steve Quinn
Christine Dalton
Tracey Kerlin
Shawn Watson
Willie Hughey
Terry Liles
Pat Levinge, Treasurer

City Staff

Beth Laughinghouse

Guest

Mike & Jessie Martin

1. Call to Order
 - Meeting was called to order by Joel Harbin at 6:04pm
2. Approve Minutes
 - Approval motion was made by Steve Quinn, second by Christine Dalton. Motion was approved unanimously.
3. Approve Budget Report
 - Pat Levinge presented the financials for August.
 - Bank statement is reconciled.
 - 2016 money was budgeted for professional management fees; Per Joel, this money was in anticipation of hiring a professional management company . There is an allowance in the contract for that service.
 - 2015 there was no property & liability budgeted; the insurance for this building was carried by the city. Per Steve, we pay the city back for that insurance coverage.
 - Motion made by Tracy Kerlin, second by Steve Quinn. Motion passed unanimously.

a). Letter to Regions @ 2015 Final numbers:

 - Per Joel, final 2015 numbers have been sent to CBRE.
 - Estimated 2017 numbers will need to be sent. Joel & Pat will work on this.
4. Committee Reports
 - a) Lee Street
 - Beth: received a service call on 9/26 about the landscape not being up to bank standards in areas 1, 2 and 3. The tree in area 1 can be trimmed up. The junipers in areas 2 and 3 are very dense and low to the ground.
 - There were also lights out at O7 and P5; F1 has an intermittent problem. All those problems have been fixed.

- If the junipers are all removed, the bank will wash; something will have to go back as a ground cover
- Shawn: a copy of the standards is sent to landscape companies as to the height of plantings. Steve: Some of those security standards may go against city code.
- Shawn: a row of shrub can be put outside the 25' diameter but who will foot the bill for that?
- Joel: is this something that will be depreciated? Steve: Or does this come right out of their budget?
- Willie: those junipers were installed before there were planting codes. Steve: If changes are made, they will have to meet current codes and that includes a hedge between the properties.
- Shawn: The lease line is 10' from the ATM...where does the leased property line for Regions end. Steve: My property is at the end of the asphalt. Beth: the junipers are not in the property being leased by Regions.
- Shawn: The initial request from Regions was to cut the junipers below the security required height, but that will kill the junipers.
- Beth: I will get with Danny on what the current code requires.
- Joel: Since they are not leasing that property, how can they make us do something to the unleased area?

Paving:

- Shawn: met with Garrett Paving and Kesler Paving on the drive thru area
- Garrett is a well-established company and has done business with the city in the past.
- One year warranty on the seal coating.
- Joel: is this an expense they are going to want to spread out over a few years? Steve: I think it would could out in one lump sum. Pat: it would have to be depreciated as per the Cladder Table. Steve: I have a problem with the bank potentially having a "debt" outstanding when they have vacated the building.
- Pat: There is an average life span of all improvements per the Cladder Table. Are you making an improvement or repairing an existing surface? Beth: What if it is both? Pat: You split the money between the two
- Joel: A repair would be collected in one lump sum an the improvement would be spread out over the life expectancy of the improvement.
- Shawn: the repairs would cover all the pot holes on the drive thru property.
- Joel: any repairs outside the scope of the quote would need to be approved by Regions
- Shawn: Keep in mind that as the weather gets colder, paving will slow down and stop by the end of November
- Shawn: Garrett can do a Sunday/Monday repair.
- Garrett: \$11,350.00
- Kesler: \$13,188.00
- Motion by Terry Liles, Second by Christine Dalton to accept Garrett Paving's bid. Motion approved unanimously.

5. New Business

- a) Mike & Jessie Martin introduced themselves to the DDA. They are interested in opening a restaurant in downtown and are working on their business plan and identity. They have recently moved to Jefferson and will be making their home on Lawrenceville Street.

Mike & Jessie have looked at the Mike's Grill property but it is in such bad shape that they will it would be a \$1M project and that is beyond their scope. They are interested in the old motel project and Beth will put them in touch with the property owner. Ideally they are looking for 3,000 square feet.

Beth: Due to the fact that we now know there are issues with the building, the city has got to get involved and get this building back up to code. Steve: I agree...I've talked with other city councilmen about what we can do. Beth: this is a code enforcement issue or maybe even the city attorney. Joel: the back area is a mess too..something is going to jump out of there one day!

- b) Façade Grant Applications
- No new applications for September.

6. Old Business

- a) Downtown Advertising

- Remove this item from the monthly agenda
- Renewal on the billboard is coming up in the next 3 months.
- Beth: Are we going to renew? Shawn: I will check with everyone participating and see.
- Tracy: Would be nice to see a logo on the billboard. Beth: with that many logos and the speed, it would be hard to see the logos.
- Steve: The gateway signs budget was taken out of the budget but there is a plan to do those in 2017. I want directional signage also.
- Beth: the directional signs and parking signs are part of the master plan presently being worked on.

- b) Fundraising BBQ, October 22

- The event is scheduled for January 28, 2017 at the CWL Museum
- Beth: Tickets are ready...250 printed/20 for each person to sell with the balance available for sell at the Museum. Your ticket purchase gets you a plate and a chance at the trip to Brasstown Lodge. There are extra tickets for the trip also available.
- Deadline for selling tickets is October 14. Money and stubs should be turned into Beth at the Museum by 12:00 on October 14.
- Pickup will be at Jefferson Mills on October 22 from 11am-1pm at the birthday event.
- Christine: What is our commitment that day? Tracy: need help from 11am-1pm. Iron Pig will be bringing the BBQ plates over to the location.

- Joel: need a sign up to make sure we have it all covered. Tracy: do we need a tent? Christine...can you do a flyer...sure. Joel: Tables...do we want to have tables for folks to sit? Tracy: would be nice due to the good weather. Joel: drinks..are we selling? Shawn: check with Marsha to make sure we can sell drinks. Steve: Tracy...will you find out if there are going to be tables and chairs and can we sell drinks?
- Beth sent contact information to Tracy.
- Joel: find out our location. Steve: The Cakery has a tent we can borrow.
- Joel: There is a lot of stuff going on October 22...start selling tickets today!
- Tracy: Who can help? Joel, Christine, Terry, Steve.

c) Winter Wine Fest

- Tracy: sent information to Beth about buying wine on line; cannot do that...must be purchased from a distributor and delivered to the location of the event.
- Joel: by October meeting need to have tickets printed and ready to sell.
- Tracy: who will take care of getting the wine?
- Beth: I will get the license; \$50 online from ATF. I will also order the wine...what is the budget? Beth will look at numbers from the past years and let the DDA know.
- Beth: you can still have sponsors of the wine; they would just reimburse the DDA for wine that is purchased from the distributor.
- Steve: Do we have the pictures from 55 College Street from the WWF when we showcased the building? Would be nice to show them as a project completed by the DDA. Beth will check and advise.

d) Bingo

- Joel: I think we all saw the emails on Bingo.
- Shawn: Why the investigation? Beth: it has to be a 501c3 or other registered non-profit plus the GBI investigation (there is a cost for that)
- Joel: if we want to continue to pursue this, find someone that is doing Bingo and find out how they are doing it.
- Steve: Can we do prizes or gift certificates instead of cash?
- Beth: I'll check with Ronnie and see if we can do prizes instead of cash.
- Shawn: Someone in my family goes to the VFW in Gainesville and they give out cash prizes.
- Steve: I'll check with Theresa Kennerly and see how Hoschton did their Bingo.

e). Purchasing Policy & Audit Items:

- Remove "purchasing policy & audit items" from agenda
- Steve: I did have a discussion with City Hall about adding the DDA contact to the information given to the new business owner. I'm talking with Jon, Priscilla and Betty about this. Beth: It just makes sense to add me as the contact and the 28 College Street address as the place.

f). Grant, Other Items

- Joel: I had said I would follow up with Danny Bivens...will do that before next meeting.

g) Use of Extra Space @ Regions building

- Joel: this is an email I need to send to Regions Bank and I will get that done.

7. Public Input

- Mike Martin asked about the October 22 event and who was in charge of that event. Marsha @ Real Deals is the lead, and the DDA is just a participant.
- Shawn: Who keeps up with the terms of office? Beth will notify members as their terms expire.
- Shawn: How can we communicate between meetings? Our old business list is getting longer and longer....how can we work on that prior to the meetings?
Beth: I'll get the minutes done this week as well as the agenda for October with responsible names on each agenda item.

8. Adjourn

- Motion was made by Christine to adjourn, second made by Shawn . Motion passed unanimously. Meeting was adjourned at 7:05pm.

Respectfully submitted,

Beth Laughinghouse