

**Jefferson Downtown Development Authority**  
**Tuesday, July 26, 2016 6pm**  
**Jefferson Station Community Room**

**Members Present**

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

**Members Absent**

Willie Hughey

**City Staff**

Beth Laughinghouse

**Guest**

Greg Laughinghouse

1. Call to Order
  - Meeting was called to order by Joel Harbin at 6:05pm
2. Approve Minutes
  - Approval motion was made by Steve Quinn, second by Terry Liles.
3. Approve Budget Report
  - Pat Levinge presented the financials for May
  - Bank statement is reconciled.
  - Georgia Power bill now reads as “65 Gordon Street” on the financial statement, not “55 College Street”. This is a Regions Bank expense not a CrossFit Savor expense.
  - Joel & Pat will work on the financial letter to Regions immediately regarding the final numbers for 2015.
  - A separate letter should also be sent to Regions Bank regarding the difference in the rent amount (refer to chart in contract)
  - Motion made by Liles, second by Quinn. Motion passed unanimously.
4. Committee Reports
  - a) Lee Street
    - 3 service calls in July: HVAC , , water leak at drive thru, light out in kitchen
    - Service call was received about the status of the drive through pavement. Holes were patched earlier last year, but no paving was done.
    - Remember that the payback on the project will be spread out over the life of the project (paving project).
    - Project may have to be done on a Saturday afternoon or Sunday due to the bank being open on a Saturday morning.
    - Beth will check with Joe Savage for recommendations on paving companies.
    - Shawn has a contact that can quote seal coating.
    - Beth will check on the parking lot situation at the drive through: paving vs patching vs sealing. Should have the bids ready by the July meeting.

- Beth took the GERMA insurance inspector for a short tour for insurance purposes.

b) College Street

- Property has been sold; closing was July 21<sup>st</sup>. Steve attended as the DDA designee
- The DDA netted \$73,000+ in the sale
- Pat did receive an email that the check had been posted to the DDA account.
- Justin Newell made a \$1000 deposit when he signed the lease. He owes the DDA \$250 in late fees plus 6 days of rent. The rent should be prorated over 30 days, regardless of the number of days in the month. \$28.33 is the pro-rated amount per day...\$170.00 total.

5. New Business

a) Façade Grant Applications

- No new applications for June.

b) Façade Grant Process

- The Façade Grant is tied to a business, not an address, so any new business will be legible for a Façade Grant.
- Terry questioned the area that the grant will cover. The grant covers the 1/2 mile radius that is the DDA's coverage area (voted on in April 2016). That information has not been broadcast to the entire district yet.
- More money needs to be put in this program. Does the limit need to be decreased? How do we get that information to everyone in the area?
- Joel suggested word of mouth. Steve suggested adding to the new business checklist at City Hall and he will talk to folks at City Hall about their hand out and bring a copy of the hand out to the next meeting.
- Terry...how many façade grants have been issued in 10 years? Beth estimates 2-3 year and not all have been the maximum each time. During 2015 no façade grants were issued.
- Steve will talk with City Hall and see what the process is for opening a new business. When do you get a business license?
- No other concerns about the current application.

c) Other Grants Suggestion for Downtown Business

- Business Grants for Events: multiple businesses partnering together to host an event. Small grant...\$200 range. Like Swirlee's anniversary celebration. This grant could be a multi-time award.
- Community Use Equipment Grant: Pole Heater, tables & chairs...outside amenities
- Waive or reduced fees (suggestion from Danny Bivens): alcohol, water, license...any waive or reduction of fees would help attract small businesses. **ONE YEAR ONLY** Maybe be the DDA funds those waived or reduced fees. There is a community that waives their entire liquor fee for the first year. (check with Danny Bivins)
- We need incentives to attract businesses and then to keep them.

- Terry...micro-breweries are big news these days but our code does not allow them.
  - Add this discussion to the August agenda.
- d) Offices next to Regions Bank
- Steve has had someone contact him about the unused side of Regions Bank; this usage would require a change in the security system, walling up the door between the two properties and a change in the lease.
  - Space could be used as a business incubator space.
  - Who can look into this change?
- e) Property Acquisition Possibility
- Amphitheatre area
  - Co-op w/City on project
  - Move forward with purchase of the property
  - Need area to move events to and off the streets
  - Park, splash pad, parking...all suggestions
- f) RSVP
- Please visit [www.rsvpjefferson.com](http://www.rsvpjefferson.com) and complete the survey for help with the design of the Master Plan
6. Old Business
- a) Downtown Advertising
- All is going well
- b) Winter Wine Fest/Fundraising
- Tracey is waiting to hear from Iron Pig.
  - Real Deals will be hosting a 100<sup>th</sup> event to celebrate their 100<sup>th</sup> Anniversary; we can sell the BBQ plates at this event.
  - Tracy...who can work that day during the event?
  - Joel...we need to presell tickets and a certain number of plates to sell on site
  - Tracy will let Beth know as soon as she hears from Iron Pig.
- c) Purchasing Policy & Audit Items:
- Steve needs to pull the document wording pulled together.
7. Public Input
- None
8. Adjourn
- Motion was made by Christine to adjourn, second made by Steve . Motion passed unanimously. Meeting was adjourned at 7:22pm.

Respectfully submitted,

Beth Laughinghouse