

TYRONE DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES

February 12, 2024 at 9:00 AM

Billy Campbell, Chairman

Jeni Mount, Vice-Chairwoman

Luci McDuffie, Treasurer

Ernie Johnson

John Kaufman

Nathan Reese

Adam She

Brandon Perkins, Town Manager

Phillip Trocquet, Asst. Town Manager

Ciara Willis, Secretary

E. Allison Ivey Cox, Town Attorney

Absent:

Jeni Mount, Vice-Chairman

Also Present:

Lynda Owens, Recreation Manager

Krista McClenny, Recreation Assistant

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE OF ALLEGIANCE

IV. PUBLIC COMMENTS: *The first public comment period is reserved for non-agenda items. Comments are limited to three (3) minutes. Please state your name & address. Comments that require a response may not be answered during this time. The DDA or staff may respond at a later date.*

V. APPROVAL OF AGENDA

A motion was made to approve the agenda.

Motion made by Treasurer McDuffie, Seconded by Board Member Johnson.

Voting Yea: Chairman Campbell, Board Member She, Board Member Kaufman, Board Member Reese.

VI. APPROVAL OF MINUTES

1. Approval of the December 11, 2023 meeting minutes.

A motion was made to approve the December 11, 2023 meeting minutes.

Motion made by Board Member Kaufman, Seconded by Treasurer McDuffie.

Voting Yea: Chairman Campbell, Board Member She, Board Member Johnson, Board Member Reese.

VII. PRESENTATIONS

VIII. OLD BUSINESS

IX. NEW BUSINESS

2. Consideration to approve the 2024 First Friday Event Series. - ***Phillip Trocquet, Asst. Town Manager***

Mr. Trocquet shared that the DDA Events Subcommittee and Town staff met on January 26th and recommended approval of the proposed 2024 First Friday event series. The First Friday series would be held on May 3rd, June 7th, July 5th, August 2nd, and September 6th at Shamrock Park. He explained that the budget for the 2024 First Friday events would be split between two fiscal years due to the current fiscal year ending on June 30, 2024.

He gave a brief overview of the estimated cost breakdown for each event. The band performance fees for the May and June First Friday events were estimated at \$4,730, which would be deducted from the current fiscal year's budget. The proposed band for the May First Friday was *6 Feet Back*, and the proposed band for the June First Friday was *Double Granite*. The remaining budget for the fiscal year was \$8,345.15, which included a surplus of \$3,615. Mr. Trocquet explained that the budget surplus comprised the line items that were associated with events, which included line item number 750-75-52.1350 (Special Program Services), line item number 750-75-52.2320 (Rental of Equipment & Vehicles), and line item number 750-75-53.1005 (Special Program Supplies). In addition, there was a surplus of funds in line item number 750-75-52.1201 (Legal Services) of \$3,672, line item number 750-75-52.3300 (Advertising) of \$1,000, line item number 750-75-52.3400 (Printing & Binding) of \$1,000, and line item number 750-75-53.1101 (Office Supplies) of \$357.00. There was also a budget surplus in line item number 750-75-57.9000 (Contingencies) of \$24,000.

He further explained that the surplus of funds for legal services was projected higher because staff did not know how much to anticipate for the fire station redevelopment project. Chairman Campbell inquired whether the DDA would incur additional legal fees for the fire station redevelopment project this fiscal year. Mr. Trocquet stated that the DDA could use the \$100,000 in escrow funds to cover those fees or funds in line item number 750-75-52.1201 (Legal Services).

Mr. Trocquet asked the board if they had any thoughts or questions regarding the first two events. Board Member Johnson inquired about previous event attendance and music genres. Mr. Trocquet stated there were no formal attendance counts, but the events were well attended. He estimated that each event's attendance was between 300 and 1200 attendees last season. Mr. Trocquet asked Ms. Owens if she had any comments regarding that question. Ms. Owens stated that Hunter Callahan and the *Motowners'* concerts had excellent attendance. She mentioned that well-known bands drew larger crowds, which was why the Recreation staff proposed the lineup for the current season.

Chairman Campbell inquired whether the First Friday series should be held for the upcoming season. He noted that the DDA could save the proposed budget of \$8,000 for the redevelopment project of 935 Senoia Road. He then asked the board members for

feedback. Treasurer McDuffie asked how many First Friday events were proposed for the upcoming season. Ms. Owens replied that there were five events, the same as the previous two years. Treasurer McDuffie mentioned that the weather played a crucial role in two of the events from last season. She also stated that the community looked forward to the events and was impressed by the turnout. In addition, she emphasized that the events were not just about the DDA but about bringing the community together.

Board Member Johnson inquired about the First Friday retail vendors. Ms. Owens stated that the vendors supported the events even in inclement weather. Mr. Perkins then inquired about the vendor fees. Ms. Owens informed the board that the cost per event was \$15.00, which generated approximately \$1,000 in revenue last year. Treasurer McDuffie asked if the vendor fee could be increased. Ms. Owens shared that some vendors had already paid fees for the upcoming events. The board agreed that the vendor fee per event should remain \$15.00 for the forthcoming season.

Mr. Trocquet then discussed the July, August, and September First Friday events. The proposed band for the July First Friday was *Bullsboro* for \$3,065. The entertainment for the August First Friday was magician Ken Scott for \$2,015. The proposed band for the September First Friday was *Men of SAE* for \$3,065. The total event budget for FY24-25 was \$11,500, including the July, August, and September events, which totaled \$8,145.

Chairman Campbell requested comments from the board. Board Member Kaufman mentioned that the DDA should proceed with the events since the funds were already budgeted. Mr. Perkins suggested business sponsorships in subsequent years to offset the cost. The board agreed with that suggestion.

A motion was made to approve the 2024 First Friday Event Series.

Motion made by Board Member Kaufman, Seconded by Board Member Reese.
Voting Yea: Chairman Campbell, Treasurer McDuffie, Board Member She, Board Member Johnson.

3. Consideration of a Promotional and Marketing material budget and items. - ***Phillip Trocquet, Asst. Town Manager***

Mr. Trocquet shared information about promotional and marketing material items. He noted that the DDA had a budget surplus of approximately \$3,583 for FY23-24. Staff recommended utilizing \$1,500 of the surplus budget for promotional material by allocating \$1,000 for merchandise sales and \$500 for promotional giveaways.

He noted that an example of what could be theoretically purchased with a \$1,500 budget was 100 t-shirts, 50 hats, 100 canvas totes, and 300 pens. Board Member Johnson mentioned that the sizing of items and the quantity of inventory were important. Mr. Perkins mentioned that t-shirts were a great idea to promote the DDA and generate funds. Board Member Johnson asked if the Town had a slogan that could be used on the promotional items. Mr. Trocquet stated that the Town did not have a motto. Chairman

Campbell suggested a community slogan contest, and the winner's motto would be used on promotional items. The board agreed with that suggestion.

Mr. Trocquet noted that the board would research and develop various promotional and marketing items to approve at an upcoming meeting.

A motion was made to allocate \$1,500 from the FY 2023-2024 budget for Promotional and Marketing material items.

Motion made by Board Member Reese, Seconded by Treasurer McDuffie.

Voting Yea: Chairman Campbell, Board Member She, Board Member Johnson, Board Member Kaufman.

4. Discussion on Fire Station Redevelopment draft contract with Neighbors Restaurant.
- ***Phillip Trocquet, Asst. Town Manager***

Mr. Trocquet informed the board that Mr. Collins and the Neighbors' team had reviewed the draft fire station redevelopment contract. He stated that Mr. Woods and the Neighbors' team asked staff questions regarding shifting from a long-term rental partnership to a lease-to-own agreement. In addition, he expressed that the Neighbors' Restaurant investors were uncomfortable with potentially investing half a million dollars in the project under the terms and conditions of the current agreement.

He mentioned that the grant funds from the Fayette County Development Authority (FCDA) could pose a potential issue if the agreement changed. Mr. Trocquet asked the board for their opinions regarding Neighbors' proposal. Chairman Campbell then asked if anyone had any thoughts or concerns. Board Member Kaufman inquired about the appraisal value of the building after renovations. Mr. Trocquet stated the DDA must ascertain that information from a professional company.

Board Member Johnson expressed concern about the DDA's ownership interest in the property. Attorney Cox stated that legal issues must be resolved due to the disposal of a public building. She noted that there would be many legal modifications because the Request for Qualifications (RFQ) was issued for a long-term rental partnership.

Mr. Trocquet asked the board if they agreed with a lease-to-own type partnership. Chairman Campbell stated that he favored staff researching a lease-to-own agreement. Attorney Cox conveyed that it was vital to consider the FCDA grant funds before moving forward. Board Member Reese stated that he did not support a lease-to-own arrangement.

Mr. Trocquet shared that he would schedule a meeting with the DDA Finance Subcommittee and the Neighbors' team to obtain more information within the next two weeks. Additionally, he wanted to confirm that the board members were comfortable with authorizing staff to research a lease-to-own agreement and develop terms before speaking with Mr. Woods. The board agreed to explore a lease-to-own agreement for the fire station redevelopment project.

Attorney Cox cautioned the board about considering this type of agreement because the language in the RFQ was specific in the type of partnership the DDA desired. She stated that the conversation with the Neighbors' team had shifted entirely, and the DDA must carefully consider many factors before moving forward. Therefore, she stated that reissuing the RFQ might be necessary to ensure transparency. Treasurer McDuffie asked Mr. Trocquet if a conversation should be had with Mr. Woods regarding the reissuance of an RFQ if he did not agree to a long-term lease agreement. Mr. Trocquet stated that he would communicate that information and other consequences to Mr. Woods and the Neighbors' team.

A motion was made to authorize staff to research a lease-to-own agreement for the Fire Station Redevelopment Project.

Motion made by Board Member Kaufman, Seconded by Treasurer McDuffie.
Voting Yea: Chairman Campbell, Board Member She, Board Member Johnson, Board Member Reese.

X. PUBLIC COMMENTS

XI. STAFF COMMENTS

XII. BOARD COMMENTS

Chairman Campbell thanked Mr. Perkins for the new wireless microphones in the Council Chambers.

XIII. EXECUTIVE SESSION

XIV. ADJOURNMENT

A motion was made to adjourn.

Motion made by Treasurer McDuffie.
Voting Yea: Chairman Campbell, Board Member She, Board Member Johnson, Board Member Kaufman, Board Member Reese.

The meeting adjourned at 9:59 a.m.

By: _____
Billy Campbell, Chairman

Attest: _____
Ciara Willis, Secretary