

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
August 12, 2021

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held on August 12, 2021 at 8:30 a.m. at Edgar's Above Broad located at 699 Broad Street (3rd floor). Those members in attendance were Reverend Booker, Jane Ellis, Jack Evans, James Heffner, Stephen King, Legal Counsel Jeb Murray and Executive Director Margaret Woodard with Ms. Lilley and Commissioner Clarke not in attendance. Guests and observers were DDA Office Manager Roxanne Walls, DDA Project Coordinator Katherine Bonner, Barry Slaymaker and Shelly Martin of ATC Development, Joe Hotchkiss of The Augusta Chronicle, Michael Shaffer of Augusta University and Bennish Brown of the Augusta Convention and Visitors Bureau.

Mr. Evans called the meeting to order at 8:38 a.m.

Under Augusta partner updates, Mr. Evans introduced Mr. Shaffer, executive vice-president for strategic partnerships and economic development at Augusta University and key leader for the Georgia Cyber Center. Mr. Shaffer gave an update on the Georgia Cyber Center. Mr. Evans thanked Mr. Shaffer for the update.

Next, Mr. Evans introduced Mr. Brown, president and CEO of the Augusta Convention and Visitors Bureau. Mr. Brown gave an update on Destination Augusta. Mr. Evans thanked Mr. Brown for the update.

Mr. Evans took a point of privilege and introduced Mr. Slaymaker and Ms. Martin of ATC Development. They are working on a 136-unit community called "The Standard on Telfair". It will be a four-story building located on the 1100 block between Telfair and Greene Street. ATC has made another investment at the Stovall Barnes House on Greene Street which was renovated in 2009 and houses six apartments. Mr. Evans thanked them for making the investment.

The board went to the consent agenda presented by Ms. Ellis. The consent agenda consists of minutes from March, May and June 2021 also financials from May, June and July 2021. All items on consent agenda were previously emailed to the board. Mr. Heffner made a motion to approve consent agenda with a second by Mr. King. All were in favor and the motion passed unanimously.

In the Director's Report, Ms. Woodard gave an update on the following:

Economic Restructuring

Active Prospects:

- Atlanta based restaurant – virtual site visit July 6. Proposal has been submitted.
- Iowa general contractor has a building under contract.
- Continue to work with Lamar Building/Slaton Street Project.
- Continue to work with hotel developer at 1162 Broad Street.

Ribbon Cuttings:

- Since June 24, there have been five ribbon cuttings with the most recent being Freshwater Design on August 4.
- There are three more scheduled in the next two weeks.

Millhouse Station, Phase I is completed and actively for lease. Toured on June 16. Phase II to be completed in October.

The Hive and Bees Knees reopened this week under a new brand. The Hive is now a beer and wine specialty market with Bees Knees a coffee shop with a small bakery. The owner has repainted his building and has rebranded.

Design:

- Chamber Focus Groups for Broad Street TIA Project were held June 23 and were well-attended.

Façade Grants (Awaiting project completion for board approval):

- 990 Broad Street (Taco Cat)
- 510 Greene Street

Promotion:

- DDA website has launched/training with Wier-Stewart held on August 6.
- Facebook and Instagram have launched.
- DDA was featured with other economic development partners in Georgia Trend July edition.
- DDA ad was featured in July edition of Business View Magazine.

Organization:

- DDA committees are currently working on strategies to discuss with the full board.
- Meeting with James Allen (Chamber membership) on a regular basis.
- Follow-up meeting with Jessye Norman School of the Arts on August 3. They have agreed to produce our videos for social media. We will continue to use Tranter Grey quarterly.
- We are a J-Tank sponsor.
- Completed Strategic Areas of Focus for Administrator Donald.
- Submitted 2022 budget request to the city on August 6.

Ms. Woodard asked for a motion to accept the Director's Report as information. Ms. Ellis made a motion to accept the Director's Report as information with a second from Mr. King. All were in favor and the motion passed unanimously.

Next, Ms. Bonner gave a marketing committee-social media update.

- Month of roll out pushing traffic to the website.
- Using Wier Stewart web design and making it fresh and clean.
- Facebook and Instagram are live.

- Focus on features of downtown and how we can do it differently.
- Ideas to show the resources we have to offer to create and enhance development.
- Opportunities to reach out to business owners, movers and shakers and the downtown community to see what it is they are looking for and getting a better pulse on how the DDA can best represent, assist and advertise them and promote the DDA brand through social media with high impact.
- Encouraged board to email photos, pulses and ideas for website and social media.

Mr. Heffner made a motion to enter into executive session to discuss real estate located at 26 8th Street with a second from Mr. King. All were in favor and the motion passed unanimously.

The board went into executive session at 9:35 a.m.

Upon a motion from Ms. Ellis, seconded by Mr. Heffner, the board exited executive session. All were in favor and the motion passed unanimously.

The board went back into regular session at 9:42 a.m.

Ms. Ellis made a motion to form ad-hoc committee consisting of Jeb Murray, Margaret Woodard and Jane Ellis to facilitate the sale of property at 26 8th Street with a second from Rev. Booker. All were in favor and the motion passed unanimously.

With no further business to discuss, Mr. Heffner made a motion to adjourn with a second from Mr. King. All were in favor and the motion passed unanimously.

Mr. Evans adjourned the meeting at 9:44 a.m.

Respectfully submitted,
Jane Ellis, Secretary-Treasurer