



CITY OF KINGSLAND, GEORGIA
DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES • MAY 30, 2019

Regular Meeting

Kingsland Welcome Center

4:30 PM

PO Box 250, Kingsland, GA 31548

1. CALL TO ORDER

Paul E. Chamberlin
Jolene Andersen
Troy Hoper
Jimmy McCollum
Mike Spiers
Michael J McClain
Paula Chamberlin

Chairman
Board Member
Board Member
Board Member
Board Member
Council Member
DDA Manager

2. ROLL CALL

Additional Attendees:
Faythe Hall
Justin Shannon
Becci Shannon
Amy Pafford (minutes)

3. AGENDA AMENDMENTS

Request to remove Landscape Maintenance Item until June meeting.

4. APPROVAL OF FINANCIAL REPORT

Financial Report was reviewed, a motion was made by Mike Spiers to approve, seconded by Troy Hoper and the motion carried unanimously.

1. April 2019 Bank Statement -

Board reviewed the April Bank Statement via email. Mike Spiers motioned to approve, Troy Hoper seconded and the motion carried unanimously.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Mike Spiers, Board Member
SECONDER:	Troy Hoper, Board Member
AYES:	Chamberlin, Andersen, Hoper, McCollum, Spiers, McClain

5. APPROVAL OF MINUTES

April minutes were in the form of the Strategic Planning Meeting report. All board members reviewed and approved.

March minutes were not available, a motion to table was made by Troy Hoper and seconded by Jolene Andersen, and the motion carried unanimously. Paula Chamberlin will include them in the next board meeting packet.

6. RESTRUCTURING COMMITTEE

As a result of the Strategic Planning retreat in April, 2019 a recommendation was made that each of the Four Priority Projects have a chair person assigned. Each Chair will provide monthly status and updates to the DDA board. The committee chairs are as follows:

- * Target and Sustain an Identified Mix of Businesses - Chairperson - Jolene Andersen
 - * "One Stop" Source of Information for New or Expanding Business in Downtown - Chairperson- Troy Hoper
 - * Modify Truck Traffic Patterns - Chairperson - Mike Spiers
 - * Fairground Infrastructure - Chairperson - Paul Chamberlin
- A. Economic Development**

Target and Sustain Mix of Businesses

Jolene Andersen provided an update for Target and Sustain an Identified Mix of Businesses. She explained that a model for downtown is to have an anchor business on 4 corners and to build from that. Kingsland has the 4 corners covered but the model also states that we should have

- 40% Retail and Restaurants - we currently have 26%
- 30% - Services - we currently have 50%
- 30% - Institutional - we currently have 24%

These numbers will change based on new businesses that we bring in to downtown.

Fairground Infrastructure

Paul Chamberlin updated the board that the grounds are being cleared, and the 80+ acres from the Gross Family Trust is in the process of being donated to the DDA to be in conjunction with the fairground area. The mayor and council are receptive of this donation. This project is moving forward.

B. Organization Committee

1. Board Member Selection -

A re-vote for the new board member selection was necessary at this meeting due to not all board members voting in the email poll that was sent out several weeks prior. Rebecca Shannon was selected as the new member and her recommendation will go before Kingsland City Council meeting on June 10th for approval.

RESULT:	APPROVED [5 TO 0]
AYES:	Andersen, Hoper, McCollum, Spiers, McClain
ABSTAIN:	Chamberlin

2. DDA Logo Decision -

The board was encouraged to submit ideas for a new DDA logo and possibly vote at the June meeting. With the city re-branding, it is a good time for the DDA to do the same. Once a logo is decided it will be used on signage for new projects and promoting downtown events.

C. Design Committee

1. Downtown Landscaping Maintenance -

Requested to be removed from the May agenda and added to June's agenda.

2. Radar Speed Signs -

Becci Shannon presented an idea and possible option in regards to slowing downtown traffic. It was suggested that we talk to the City/DOT about electronic radar speed signs (driver feedback signs) and see if it is possible to use these signs either permanently or temporarily. These signs are proven to slow traffic and are effective, reliable and affordable. Paul Chamberlin will discuss with the city manager.

3. State Farm Grant Opportunity - Dead Line June 1, 2019 -

Paula Chamberlin and Jolene Andersen advised the board about a \$25,000 Grant opportunity through State Farm insurance. Mike Spiers advised that he would take the responsibility of completing the grant application and submit by the deadline.

D. Promotions Committee

1. Market at the Crossroads Update - Board Member Jolene Andersen

Jolene Andersen advised the board that she and a few volunteers have been working on bringing back a downtown market on a Sunday afternoon at the crossroads in Kingsland. The market will promote the Hwy 17 Georgia Grown

designation to be named "Market at the Crossroads" and will be held in the area of Gussie's Daughter parking lot. Jolene is working with downtown merchants and encouraging participation from them as well. She would like to ensure that the board supports this project before moving forward. Board approved.

RESULT:	APPROVED [5 TO 0]
MOVER:	Mike Spiers, Board Member
SECONDER:	Jimmy McCollum, Board Member
AYES:	Chamberlin, Hoper, McCollum, Spiers, McClain
ABSTAIN:	Andersen

2. 2019 Spirit of a Hero Scholarship Award -

Paula Chamberlin advised that eight applications were received from High School seniors for the 2019 Spirit of a Hero Scholarships. A retired educator reviewed all of the applications and the winner of both \$500.00 scholarships went to Kiara Danna Dawson. She was accepted at Kennisaw State University and has already started the Summer semester. She will be presented with the Scholarship certificates at the City Council meeting at the end of July while home on Summer break.

7. DATES TO REMEMBER

1. DDA Board Training on Jekyll Island -

DDA Training for two new board members- August 28, 2019

Paula Chamberlin advised that all new board members must complete the Basic DDA Training within the first year of board appointment. The next opportunity will be held on Jekyll Island on August 27th. More information will be provided to board members at the June meeting.

2. Catfish Festival - November 23, 2019 -

Applications will be available by the end of June. Tony Cobb is searching for entertainment for this year. There has already been a lot of buzz about the festival with many emails about vendor participation.

8. ADDITIONAL BUSINESS/ANNOUNCEMENTS

1. Car Show Discussion -

Paula Chamberlin asked the board to what extent they would like to help/support the car show that Derrick Ellis would like to hold in downtown Kingsland in honor of his brother. More information is needed at this time and Paula will forward the email from Mr Ellis with his ideas.

2. Seaboard Park and Ride Project -

A rendering of the Seaboard Park and Ride project was sent via email for the board to review.

9. ADJOURN

A motion to adjourn by Troy Hoper at 6:25 PM, seconded by Jimmy McCollum, and the motion carried unanimously.