CITY OF KINGSLAND, GEORGIA

DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES ● JULY 18, 2019

Regular Meeting | **Kingsland Welcome Center** | **4:30 PM**

PO Box 250, Kingsland, GA 31548

1. CALL TO ORDER

Rebecca Shannon	Board Member
Paul E. Chamberlin	Chairman
Jolene Andersen	Board Member
Troy Hoper	Board Member
Jimmy McCollum	Board Member
Mike Spiers	Board Member
Paula Chamberlin	DDA Manager

2. ROLL CALL

3. AGENDA AMENDMENTS

4. APPROVAL OF FINANCIAL REPORT

1. June 2019 Bank Statement -

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Jolene Andersen, Board Member
SECONDER:	Mike Spiers, Board Member
AYES:	Shannon, Chamberlin, Andersen, Hoper, McCollum, Spiers

5. APPROVAL OF MINUTES

6. ORGANIZATION COMMITTEE

1. Website Domain Renewal- Kingsland Carshow.Org -

The Board approved the 3 year renewal with HostGator for the DDA website host and voted to keep all of the current domain's.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Jolene Andersen, Board Member
SECONDER:	Paul E. Chamberlin, Chairman
AYES:	Shannon, Chamberlin, Andersen, Hoper, McCollum, Spiers

7. DESIGN COMMITTEE

1. New DDA Logo Discussion -

The board made a final decision and approved a new logo. This logo will be presented to the City Manager, to City Council and will be used from this point forward on all printed and promotional material.

RESULT:	**APPROVED [UNANIMOUS]**
AYES:	Shannon, Chamberlin, Andersen, Hoper, McCollum, Spiers

2. Facade Grant Discussion - -

Cumberland Plumbing

The board was emailed and asked to review a facade grant application and receipts submitted by Cumberland Plumbing for exterior improvements at their new location within the DDA boundaries on Hwy 40. After brief discussion, a grant amount of $1000.00 was approved.

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

3. Downtown Beautification - Board Member Jolene Andersen

Downtown Beautification Ideas

Flagpole Banner Design Ideas

Selfie Spot Ideas (Mayor's Request)

Jolene Andersen discussed and asked for ideas to start a beautification campaign for downtown businesses and possibly downtown residences. It was suggested that some type of award be given monthly or quarterly to a downtown business, present the award at a city council meeting and display a sign in front of the business for all to see. All board members liked the idea and will decide a name for the campaign. Becci Shannon will create a few design ideas to for the board to view at the next meeting.

4. Modify Truck Patterns - Board Member Mike Spiers

Mike Spiers is currently working with several departments concerning current truck patterns in downtown Kingsland. Several suggestions were made and will be discussed again at the next meeting.

8. PROMOTIONS COMMITTEE

1. Camden Lifestyle Magazine Advertorial Update - Board Member Jolene Andersen

Jolene Andersen updated the board on the advertorial. She explained that a meeting was held with several board members and the publisher to discuss the details of what will be published in the magazine. The August issue will cover some of the DDA goals and visions to include the Fairground project, the Catfish Festival and the Sunday market. It was explained that along with the paid advertising in the printed copy, there is unlimited expandable digital access that can be modified as needed, and one free page in the holiday issue will be included.

2. Catfish Festival Billboard Advertising -

Paula Chamberlin advised the board about a partnership and contract between the Chamber and Standard Outdoor, LLC for the digital billboard at the intersection of Highway 40 and Kings Bay Road. This advertising opportunity is being passed along to Chamber members to rent the billboard space for $300.00 a month. Chamberlin asked for thoughts about renting the billboard in November to advertise for the Catfish festival. A few questions were asked to confirm that is the best deal. An update will be provided at the August meeting.

3. Christmas Tree Lot Discussion -

Paula Chamberlin and Jolene Andersen shared some online information and ideas. More research will be done and will discuss at a later meeting.

9. ECONOMIC DEVELOPMENT/RESTRUCTURING COMMITEE

1. Downtown Mix of Businesses Update - Board Member Jolene Andersen

Jolene Andersen advised the board that the numbers have not changed since the last meeting but she is actively working to recruit interest in the lease or purchase of the Ameris Bank building.

2. One Stop Source of Information - Board Member Troy Hoper

Troy Hoper advised the board that he is working on one stop source of information. It provides current and complete information in one location to include licensing forms, grant information, ordinances and links for helpful websites.

3. Fairground Update - Chairman Paul E. Chamberlin

Paul Chamberlin presented the board with the proposed list of charges from the surveyors on the original 25 acres. The board voted to approve the amount and to

proceed with the surveying process. Paul Chamberlin, Mike Spiers and Becci Shannon are scheduled to attend a GADNR grant workshop in Richmond Hill at the end of the month. Chamberlin also asked the board for sponsorship ideas for the project.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Paul E. Chamberlin, Jolene Andersen
SECONDER:	Troy Hoper, Board Member
AYES:	Shannon, Chamberlin, Andersen, Hoper, McCollum, Spiers

4. AKM Surveying, Inc Proposal for Surveying Services -
5. Naming the Fairground Ideas- Becci Shannon -

It's all in the name. It can make it or brake it. We want it to be something people will feel special saying, a name that will tell you that "THIS PLACE IS SPECIAL"

The Lawn at Kings Reserve

The wetlands walking trail could be

The Sanctuary at Kings Reserve

The River Walk at Kings Reserve

and

Little Creek Park At Kings Reserve

So this would be multiple parks inside on larger park.

No decision was made at this meeting.

10. DATES TO REMEMBER

1. GDNR Grant Workshop - Richmond Hill - July 30 - 31. 2019 Paul Chamberlin, Becci Shannon and Mike Spiers to Attend -
2. Basic DDA Training - New Board Members - Jekyll Island Conference Center - Tuesday, August 27- 8:30 AM - 3:30 PM -
3. Market at the Crossroads - Grand Opening - Sunday, September 8, 2019 -
4. Catfish Festival - November 23, 2019 -

11. ADDITIONAL BUSINESS/ANNOUNCEMENTS

12. ADJOURN

Jimmy McCollum made the motion to adjourn at 6:35 PM, Paul Chamberlin seconded and the motion carried forward.

13. AGENDA ITEMS