



CITY OF KINGSLAND, GEORGIA
DOWNTOWN DEVELOPMENT AUTHORITY

MINUTES • APRIL 8, 2021

Regular Meeting

City Council Chamber

4:30 PM

107 South Lee Street - City Hall, Kingsland, GA 31548

1. CALL TO ORDER

Rebecca Shannon	Board Member
Matthew Hooks	Board Member
Paul E. Chamberlin	Chairman
Jolene Andersen	Board Member
Jimmy McCollum	Board Member
Paula Chamberlin	DDA Manager
Lisa Bell	Board Member

2. ROLL CALL

3. AGENDA AMENDMENTS

Added recommendation for vacant board member.
Board recommended Council woman Kristy Chance to serve on board. Recommendation will be presented to city council for approval.

4. APPROVAL OF FINANCIAL REPORT

January statement was questioned regarding a line item described as "Credit Card Expense for Catfish Festival." Paula will provide explanation at next meeting.

5. APPROVAL OF MINUTES

Minutes Approved by J. Andersen
Seconded by M. Hooks
Approved "as presented" by all board members

6. ORGANIZATION COMMITTEE

1. Overlay Ordinance Status and Boundary Map -

There was confusion regarding the DDA Boundary Map and clarification as to what property is included on the map. A parcel was sold to a local builder in an area that was considered not to be in the DDA Boundary by P&Z but the DDA believed it to be within their boundary. This land is going to be used to build a warehouse. It was suggested that a meeting be set up with the City Manager and Planning and Zoning to discuss differences in maps.

B. Shannon is going to request a meeting with the builder.

2. Mission Statement Discussion - Becci Shannon -

It is our mission to revitalize downtown Kingsland through initiatives of the Kingsland Downtown Development Authority in conjunction with the City of Kingsland and other private and public organizations.

To design attainable strategic goals to plan for economic revitalization, encourage increased economic development and preserve our history in the Downtown area while creating a better quality of life for our residents.

To encourage, assist and promote businesses and organizations to work towards this same goal with effective, ongoing management and advocacy of improving our downtown.

To achieve these goals by using the nationally recognized Main Street four-point approach to downtown redevelopment: design, organization, promotion, and economic vitality.

Vision Statement: A vital, clean and safe downtown that enriches the business community, embraces history and promotes quality events that instill a 'sense of place' in our community.

B. Shannon suggested that in addition to the mission statement being read a commercial be created to go with it and publish on the DDA website. A reference is a Jacksonville article that Becci shared with the board via email.

3. Spirit of a Hero Scholarship Update -

This year 11 students applied for the scholarship, the applications are being reviewed by a panel and two students will be selected. Awards will be given out at the June meeting.

7. DESIGN COMMITTEE

1. Fundraising for the Lawn -

J. Andersen discussed an annual contribution/sponsorship plan for The Lawn that included several levels of commitment. It was also decided that a website will be necessary once we start promoting the property.

The board asked B. Coleman to provide the cost of concrete for the stage, the sound booth and two 25' driveways.

An RFP for Architectural Drawings has been published. The board discussed ideas for the look of The Lawn. They voted to use Railroad as the theme with red brick, blue steel de-construction look to resemble an old train depot.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Jolene Andersen, Board Member
SECONDER:	Rebecca Shannon, Board Member
AYES:	Shannon, Hooks, Chamberlin, Andersen, McCollum, Bell

2. Fee Determination for the Lawn Usage -

Several ideas were discussed but further research and legal advice is necessary to move forward. A rental agreement needs to be created, setting a price according to the type of event. It was suggested to offer a discount for non-profit organizations, a portion of sales to DDA for ticketed events, and the price will change as property is improved.

8. PROMOTIONS COMMITTEE

1. Small Business Survey -

L. Bell presented and discussed a Small Business Survey that she is using to find the needs of downtown businesses and to determine the best way to promote them.

2. The Kingsland Car Show Update -

Due to 3 applications being received and paid to date, the board made a decision to postpone the car show until further notice.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Matthew Hooks, Board Member
SECONDER:	Jolene Andersen, Board Member
AYES:	Shannon, Hooks, Chamberlin, Andersen, McCollum, Bell

9. ECONOMIC DEVELOPMENT/RESTRUCTURING COMMITTEE

1. New DT Business Update -

Recently approved by City Council - Sawyer Property - Boat and RV Storage Building

10. DATES TO REMEMBER

1. April Events -

Triathlon - North Shore Subdivision - April 17 - 7:00 AM

The Lawn Ground Breaking Ceremony - at The Lawn - April 24, 10:00 AM

Kingsland Car Show - The Lawn - April 24 - 10:00 AM - 2:00 PM

Lion Club Spaghetti Dinner - April 24 - 1:00 PM - 6:00 PM

Business After Hours - Train Ride to Kingsland - April 22 - 5:00 PM - 7:00 PM

11. ADDITIONAL BUSINESS/ANNOUNCEMENTS

12. ADJOURN

Paul Chamberlin made a motion to adjourn at 6:30 pm, seconded by J. McCollum, motion carried forward.