



Steve Bernard
DDA Vice Chairman

Ed Taylor
DDA Secretary

Nachae Jones
DDA Board Member

Eliot Lawrence
DDA Board Member

Eric Stallings
DDA Board Member

Lois Wright
DDA Board Member

CITY OF
FORESTPARK

Angelyne Butler, MPA
DDA Chairwoman

DDA AGENDA

Disclaimer: This meeting is accessible to the public or media through web or teleconference. For in person attendance CDC requirements of Masks and Social Distancing will be adhered.

Date: Thursday, April 22, 2021 at 5:30 PM

Location: 745 Forest Parkway
Forest Park, GA 30297

Call-In Details: Please click the link below to join the webinar:

<https://zoom.us/j/97178411734?pwd=MIJISHdaYzJHbTVJMG4xQnp5dGxPZz09>

Or Telephone: +1 312 626 6799 **Webinar ID:** 971 7841 1734 **Passcode:** 394910

AGENDA ITEMS:

- I. Call to Order/Determine Quorum
- II. Public Comments
- III. Approval of Minutes:
 - February 25, 2021*
 - March 25, 2021*
- IV. New Staff Assistant Introduction
- V. 2021-2022 Budget Review*
- VI. Shared Expenses Memorandum of Understanding
- VII. Printing Quotes for Brochures
- VIII. Community/Small Business Improvement Projects
- IX. Adjourn

CITY HALL • 745 FOREST PARKWAY, FOREST PARK, GA 30297

* indicates material attached



DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
CITY OF FOREST PARK
MEETING HELD VIA ZOOM
February 25, 2021
5:35 P.M.

Call to Order:

Chairwoman Angelyne Butler called the Downtown Development Authority meeting for February 25, 2021 to order at 5:35 P.M.

Present

Chairwoman, Angelyne Butler; Nachae Jones: Ed Taylor; Lois Wright; Eliot Lawrence – joined at 5:37 PM.

Also Present:

Mike Williams, City Attorney
Bobby Jinks, Public Works Director
Bruce Abraham, Economic Development Director
James Shelby, Planning, Building & Zoning Director
Caity Hungate, City Planner
Danita Hamid, Economic Development Assistant
Jonathan Gelber, KB Advisory
Stan Reecy, KB Advisory
Niti Gajjar, Katerra
Julia Alcorn, Katerra

Absent:

Vice Chair, Steve Bernard; Eric Stallings

Discussion: Livable Centers Initiative Study

James Shelby, the Planning, Building, & Zoning Director provided the board some background information about the Livable Center Initiative Study.

Last year the City of Forest Park received a \$150,000 grant from the Atlanta Regional Commission to study the Main Street Overlay District. The focus of the study is to update the design guidelines from the original Main Street LCI. In addition to updating the design guidelines, the current LCI study will provide a marketing study for the area.

James Shelby also introduced Niti Gajjar of Katerra to the board. Niti Gajjar is one of the consultants working with the Planning, Building, & Zoning Department to complete the LCI study. Also introduced to the board was Jonathan Gelber and Stan Reecy of KB Advisory.

Niti Gajjar provided an update on where they are with completing the LCI Study. It is a 7–8-month process and they are about halfway through their assessment. Niti Gajjar noted that an existing conditions study has already been completed and KB advisory has completed their market and real estate

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analysis, which has been shared with city staff. Currently, the focus is on determining the needs and priorities of the area and providing recommendations based on those needs and priorities.

Niti Gajjar told the board that by the end of the summer they will be producing an LCI documents, which will include a five-year action plan and long-term recommendations for the area.

Jonathan Reecy conducted a Q&A style discussion with board members.

Jonathan Reecy asked, "What do you think is great about Downtown Forest Park that you want to see persevered or amplified in the area?"

- Lois Wright said that she thought the Downtown Forest Park area was really a downtown at one point, but when Forest Parkway was built, it became the main business corridor. Lois Wright explained that they just wanted the area to look good and provided Hapeville, East Point, College Park, and Riverdale as examples.
- Chairwoman Angelyne Butler added that they wanted what you would see in any typical downtown: thriving businesses and restaurants, people walking, and life happening in downtown. Chairwoman Angelyne Butler said they are closer than ever before to seeing that happening.

Jonathan Reecy asked, "When did the character of downtown start to change for the worse?"

- Lois Wright said that she has been a resident since 1997 and it has always been the same, so it had to have been before then. Eliot Lawrence added that the area was growing in the 60's and 70's but he is not sure when it started to go downhill.
- Eliot Lawrence also explained that the city has been starting on the project for years by removing buildings and leveling ground to make way for the future.

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Jonathan Reecy asked, "What has been the role of the DDA in the acquisition or demolition of property in that area?"

- Chairwoman Angelyne Butler stated that the DDA was resurrected in the last two years, but the Development Authority has been around longer. Chairwoman Angelyne Butler added that she believes prior leadership did not see the area as a priority, but with the new leadership, there is some momentum to make changes in the area.
- Lois Wright added that the Development Authority has some projects under contract. There will be housing on Main Street and a Zaxby's coming to the corner of College Street and Main Street.

Jonathan Reecy asked, "What tools are in the DDA's toolbox to make these things happen?"

- Chairwoman Angelyne Butler noted that they had funding in their toolbox and were open to utilizing any incentives in their toolbox. She also stated that the DDA had the desire to make things happen, which was the most important.
- Lois Wright added that the Development Authority also had funding and the two boards could put their funds together to make things happen.

Jonathan Reecy asked, "Can you tell me what sources of funding the DDA has access to?"

- Chairwoman Angelyne Butler explained that Bruce Abraham could speak more to their funding, but there was TAD funding available.
- Mike Williams explained that both the Development Authority and Downtown Development Authority receive annual bond fees from several tax abatement transactions, which is coming in for the next 20 years. He added that the City also receives PILOT payments for those transactions, which goes into the general fund for the City but could go towards development.

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Jonathan Reecy asked, "What properties does the DDA owned in the downtown area?"

- Chairwoman Angelyne Butler explained that the Development Authority is the entity that owns property.
- Lois Wright added that the Development Authority owns some land, a few strip malls, and some buildings that need to be torn down.
- Ed Taylor said a list that showed all the properties owned by the Development Authority would be more helpful. Lois Wright said she could have one sent to them.

Jonathan Reecy asked for an explanation about the difference between the Downtown Development Authority and the Development Authority.

- Chairwoman Angelyne Butler explained that each board has its own separate projects and functions, but there is some overlap in the jurisdictions of the DDA, DA, and URA.

Jonathan Reecy asked, "What are three to five things that you would spend money on if Elon Musk or Bill Gates came to you with 10 million dollars and said he needed to be spent by Midnight?"

- Lois Wright said she would spend it on housing, tearing down dilapidated buildings, restaurants, and creating new businesses.

Jonathan Reecy asked "Would the DDA be open to selling or leasing property at a below market rate to development partners if they agreed to let you control what was there"

- Chairwoman Angelyne Butler explained that selling below market value makes it appear as if they are taking a hit, but they still get the taxes for the businesses.

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Jonathan Reecy asked, "What is the downtown of your dreams."

- Nachae Jones commented that a strong art district is desired. Chairwoman Angelyne Butler and Lois Wright agreed.
- Chairwoman Angelyne Butler added that the City of Hapeville was a great example of a thriving downtown with a good art district.

Danita Hamid, the Economic Development Assistant, encouraged the board members to complete the survey she sent out earlier in the week, which was related to this discussion.

James Shelby, the Planning, Building, & Zoning Director, also encouraged everyone to complete the survey and added that the purpose of this discussion was for Jonathan and Stan to hear what the board members thought would improve the downtown area so that they could include it in their marketing analysis.

Adjournment

Meeting adjourned at 6:03 P.M.

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March 25, 2021
5:34 P.M.

Call to Order:

Chairwoman Angelyne Butler called the Downtown Development Authority meeting for March 25, 2021 at 5:34 P.M.

Present

Chairwoman, Angelyne Butler; Nachae Jones; Eliot Lawrence; Ed Taylor

Also Present:

Mike Williams, City Attorney
Bobby Jinks, Public Works Director
Bruce Abraham, Economic Development Director
Danita Hamid, Economic Development Assistant

Absent:

Vice Chair, Steve Bernard; Eric Stallings; Lois Wright

**Approval of the Minutes:
January 28, 2021**

Eliot Lawrence made a motion to approve the proposed minutes for January 28, 2021.

Ed Taylor seconded the motion.

Roll call for approval. Motion approved unanimously.

Discussion: TAD Program

Bruce Abraham, Economic Development Director, provided the board members with an overview of the TAD Program.

The Tax Allocation District (TAD) is a special taxation district that was set up by Clayton County in Forest Park. The county collects taxes in the designated area and returns those taxes to the City. Bruce Abraham noted that district collects \$300-\$400k per year and there is currently almost \$1 million in the account right now, from his understanding. Half of the funds are being used for the road expansion at Gillem and the Economic Development Department would like to use the rest for Main Street renovations.

Bruce Abraham stated the Economic Development Department presented the idea of a TAD Program to City Council in Fall 2020 and three TAD projects for the program. The projects were approved at the November 2, 2020 Council Meeting. The following projects were approved for \$50,000 each:

- A road for the Townhouse development
- Remodeling at 751-771 Main Street
- Remodeling project at 4931 Phillips Drive (sidewalk and parking lot)

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The proposed program allows the business owner to get estimates and quotes for the work to be done and they present that to the Economic Development Department prior to having the work completed. Once the work is completed, the Economic Development Department inspects the work, and the invoices are paid using TAD funds.

Bruce Abraham explained that he had just received the first invoice for the program, and it was for the remodeling of 4931 Phillips Drive. The total for the bill is \$19,000.

Bruce Abraham also noted that in the future he would like to present the board with the proposed projects so that they could decide which projects to fund. The purpose of tonight's introduction program was to ask the board to approve paying the \$19,000 bill using TAD funds.

Mike Williams, City Attorney, recommended that the board approve serving as the conduit for the program and funding instead of each individual project since the projects have already been approved by Council.

Eliot Lawrence asked if they were only approving the three projects for \$50,000 or the entire program.

Mike Williams explained that the Council had already approved the individual projects, so the board would be approving serving as the conduit for the program.

Eliot Lawrence asked if approving this program would endorse any future projects.

Mike Williams explained that any future projects would have to be approved by the City Council prior to being brought to the board.

Approval of TAD Program

Eliot Lawrence made a motion to endorse the program and use of TAD funds.

Ed Taylor seconded the motion.
Roll call for approval. Motion approved unanimously.

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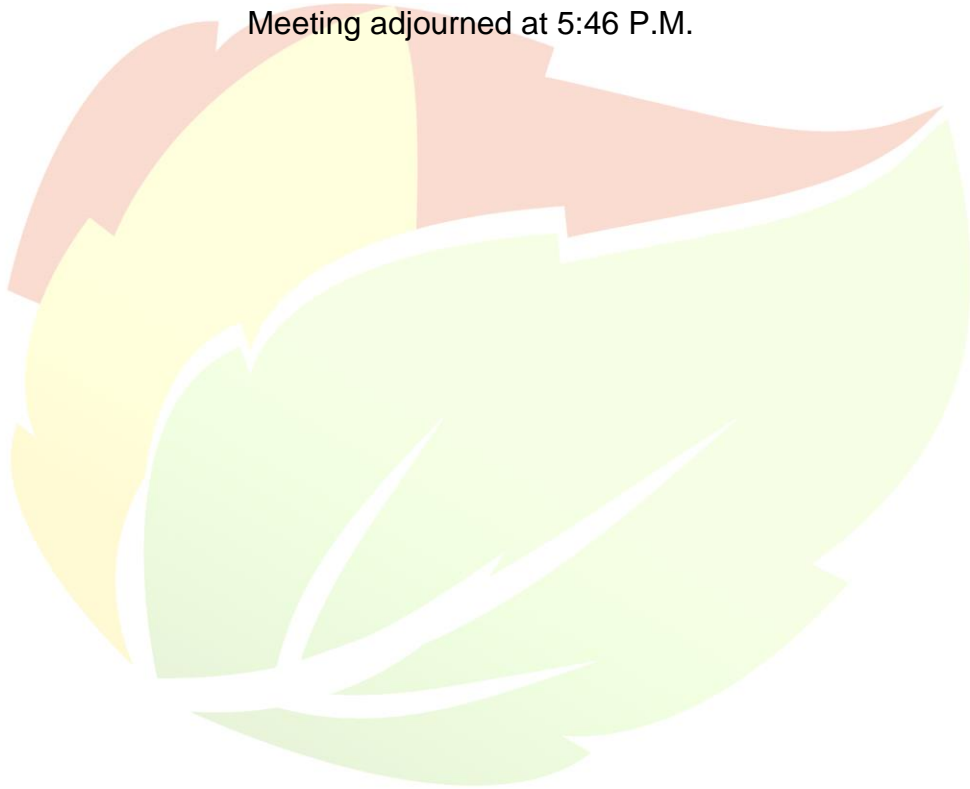
Adjournment

Ed Taylor made a motion to adjourn the meeting.

Eliot Lawrence seconded the motion.

Roll call for approval. Motion approved unanimously.

Meeting adjourned at 5:46 P.M.



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a city for every season

The City of Forest Park
Downtown Development Authority
DRAFT OPERATING BUDGET
July 1, 2021 - June 30, 2022

Revenues:

Pilot Payments (series 2019 Bond)	\$	205,038
Pilot Payments (series 2018 Bond)	\$	70,625

Total Revenues: \$ 275,663

Operating Expenses:

Salaries	\$	(38,473)
Professional Services	\$	(110,000)
Financial Services	\$	(10,000)
Bank Service Fees	\$	(1,000)
Insurance Liability	\$	(2,000)
Postage and Delivery	\$	(1,000)
Advertising and Promotion	\$	(40,000)
Travel, Meetings, and Training	\$	(10,000)
Supplies, Printing, Signs	\$	(5,000)

Total Operating Expenses \$ (217,473)

Revenue Over (Under) Expenses: \$ 58,190

**“It’s a new day
in the city of
Forest Park”**



ALL ROADS LEAD TO FOREST PARK

The City of Forest Park was established as a railroad stop ten miles south of Atlanta, and for over a hundred years, transportation has a major driver of the City’s growth. Forest Park today enjoys direct access to three major interstate highways, I-75, I-285, and I-675. Hartsfield-Jackson International Airport, the busiest airport in the world, is seven miles north of the city, and MARTA operates routes throughout Forest Park.

As a major logistical center, Forest Park’s Fort Gillem is developing 10 million square feet of distribution space. The redevelopment is now home to major facilities for Kroger, Home Depot Supply, and Cummings Diesel.

The Georgia Farmer’s Market operates on 150 acres in Forest Park and is one of the largest fresh produce distribution centers in the world.

OUR INVENTORY YOUR INVESTMENT

As some of the last accessible and affordable places in the metro area, the neighborhoods of Forest Park are undergoing redevelopment as residents refresh older homes. The City is revitalizing its Main Street district and has plans for shops and residences that will enhance the retail/office opportunities at the heart of the City.

Forest Park was developed as a home to employees of nearby Delta Air Lines and the Ford Assembly Plant, which was recently replaced by the Porche Experience Center. Current residents of Forest Park are a 20-minute drive to the center of Downtown Atlanta, and have easy access to the amenities, jobs, and international culture offered by the largest city in the South.

RECREATION & LEISURE

Forest Park has preserved seventy acres of public parks which offer recreation and walkable green spaces connected to miles of sidewalks.

Our twenty-acre Starr Park in the center of the city provides walking trails, picnic areas, swimming and sports facilities. With its own fire and public safety services, Forest Park is hands-on in protecting and serving its citizens.

INVESTING IN FUTURES

As a community that welcomes residents and workers from diverse backgrounds and cultures, Forest Park encourages involvement and civic engagement. City Council meetings are packed with citizens discussing issues of growth, neighborhood redevelopment, and affordable housing. Forest Park focuses on serving its young professionals, growing families, and seniors, many of whom have spent their lives in Forest Park.

Forest Park is projected to enjoy a growth “boom” because of its location, affordability, and openness to growth and change. Although Forest Park is the largest city in Clayton County, it still has a small town spirit where you can talk to local leadership and your neighbor. If you haven’t been to Forest Park lately, come visit, and think about becoming a part of our community.



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