



Steve Bernard
DDA Vice Chairman
URA Vice Chairman

Ed Taylor
DDA Secretary
URA Secretary

Eliot Lawrence
DDA Board Member
URA Board Member

Eric Stallings
DDA Board Member
URA Board Member

Lois Wright
DDA Board Member
URA Board Member

CITY OF
FORESTPARK

Angelyne Butler, MPA
DDA Chairwoman
URA Chairwoman

DDA AGENDA

Special Note: We will have an Executive Session. You must be present to attend.

Date: Tuesday, June 2nd, 2020 at 5:30 PM

Location: Virtual for the public

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

<https://us02web.zoom.us/j/89086890551?pwd=cmhvRFhETUN1ZWmWwS1BQMFEFEZXphZz09>
Password: 601091

Or Telephone: +1 312 626 6799 **Webinar ID:** 890 8689 0551 **Password:** 601091

AGENDA ITEMS:

- I. Commence
- II. Public Comments
- III. Minutes Discussion
 - a. September 29th, 2019*
 - b. November 21st, 2019*
 - c. January 10th, 2020*
 - d. February 27th, 2020*
 - e. April 30th, 2020*
- IV. Executive Session
- V. Adjourn

CITY HALL • 745 FOREST PARKWAY, FOREST PARK, GA 30297
* indicates material attached

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DOWNTOWN DEVELOPMENT AUTHORITY

**MEETING MINUTES
CITY OF FOREST PARK**

September 26, 2019
6:00 P.M.

Note:

Due to a data transfer, the original minutes for the September 26, 2019 DDA Meeting was lost. The following is a summation of the meeting based on a recording.

Call to Order:

The Downtown Development Authority Meeting of September 26, 2019 was called to order by Chair, Angelyne Butler at 6:01 p.m.

Present

Chair, Angelyne Butler; Angela Redding; Eliot Lawrence; Edward Taylor; Lois Wright, Steve Bernard

Also Present:

Shalonda Brown, City Clerk

Mike Williams, City Attorney

Ken Thompson, Finance Director

Lashawn Gardiner, Management Analyst

Absent: Jeremy Stratton

Discussion of Developer Meet and Greet Costs

Angelyne Butler provided a brief overview of what was happening with the planning of the Developer Meet & Greet. She noted that arrangements for food and transportation were secured and she was working on getting the portfolios printed. She received a quote for \$2,500 from FedEx for 40 copies of the portfolio and is waiting to hear back from Clayton County Development Authority about how they may be able to assist with getting the portfolios printed. Angelyne Butler also explained what would be included in the portfolio and asked the board's opinion about including incentives.

Angela Redding mentioned Clayton County's Tier 1 status and Main Street's status as an Overlay District and Opportunity Zone as potential incentives to mention.

Lois Wright asked if any of the properties included were

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Development Authority properties that were currently occupied. Angelyne Butler stated that all properties were Development Authority properties, but not occupied properties.

Approval of Meet & Greet Printing Expenses

Butler went over the schedule for the Meet & Greet. Taylor made a motion to approve the printing expenses, not exceeding \$3,000.

Angela Redding seconded the motion. Motion approved unanimously.

Discussion of Tax Abatements

Mike Williams informed the board of the 5 separate tax abatements for Gillem Logistics Center buildings. The abatements were in reference to Buildings 200, 300, 400, 800, and 900. Williams explained that the abatements were identical to the agreement made with HD Supply this time last year and were only for the buildings, not personal property. He asked if anyone had any conflicts of interest regarding the companies in the Gillem Logistics Center. Steve Bernard asked for the names of the companies. Williams listed Forest Park Development Partners, Kuhne & Nagel, HD Supply, Cummins. It was determined that there were no conflicts of interest.

Approval of Bond Resolution – Gillem Logistics Center – Building 200

Lois Wright made a motion to approve a bond resolution providing tax abatement at Gillem Logistics Center Building 200.

Angela Redding seconded the motion.

Motion approved unanimously.

Approval of Bond Resolution – Gillem Logistics Center – Building 300

Lawrence made a motion to approve a bond resolution providing tax abatement at Gillem Logistics Center Building 300.

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Lois Wright seconded the motion.

Motion approved unanimously.

**Approval of Bond Resolution – Gillem
Logistics Center – Building 400**

Angela Redding made a motion to approve a bond resolution providing tax abatement at Gillem Logistics Center Building 400.

Taylor seconded the motion.

Motion approved unanimously.

**Approval of Bond Resolution – Gillem
Logistics Center Building 800**

Taylor made a motion to approve a bond resolution providing tax abatement at Gillem Logistics Center Building 800.

Lawrence seconded the motion.

Motion approved unanimously.

**Approval of Bond Resolution – Gillem
Logistics Center – Building 900**

Lawrence made a motion to approve a bond resolution providing tax abatement at Gillem Logistics Center Building 900.

Lois Wright seconded the motion.

Motion approved unanimously.

Appointment of Secretary

Lois Wright made a motion to nominate Ed Taylor as board secretary.

Angela Redding seconded motion.

Motion approved 5-1.

Discussion Main Street Program

Steve Bernard requested an update on the Main Street Board. Angela Redding asked LaShawn Gardiner

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update the board. Gardiner explained that the Main Street Program is going through some changes and she attempted to get a Main Street Program representative to come to the meeting, but they declined and said they'd rather wait until the changes were made. Steve Bernard inquired about a timeline. Gardiner indicated they should be done by the end of this year or beginning of next year. No actions taken.

Other Discussion

The board had an open discussion about different ways to promote the City, improve Main Street, and plans for Starr Park. Ideas included the following:

- Host sponsored and festivals
- Foster better relationships with current Forest Park business owners
- Look into utilizing TAD funds to make improvements on Main Street.
- Research smaller project ideas that could improve Main Street
- Start branding the DDA
- Research economic trends in surrounding areas
- Partnering with other authorities and organizations to further improvement goals.
- Find grants to assist with funding improvement projects

Adjournment

Angela Redding made a motion to adjourn meeting.

Lois Wright seconded the motion.

Motion approved unanimously. Meeting adjourned at 7:22 p.m.

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November 21, 2019
6:15 P.M.

Note:

Due to a data transfer, the original minutes for the November 21, 2019 DDA meeting was lost. The following is a summation of the meeting based on a recording.

Call to Order:

The Downtown Development Authority Meeting for November 21, 2019 was called to order by Chair, Angelyne Butler at 6:15 PM

Present

Chair, Angelyne Butler; Angela Redding; Eliot Lawrence; Edward Taylor; Lois Wright, Steve Bernard

Also Present:

Mike Williams, City Attorney
Ken Thompson, Finance Director
Lavar Northsworthy, Northsworthy & Co.
Bruce Abraham, Economic Development Director

**Approval of Meeting Minutes:
August 22, 2019 & September 4, 2019**

Chair, Angelyne Butler recommended approving the minutes with corrections.

Ed Tayloy motioned to approve the minutes for August 22 and September 4, with the recommended corrections.

Lois Wright seconded motion.

Motion approved unanimously.

**Introduction of Economic
Development Director**

Chair, Angelyne Butler introduced the board to the new Economic Development Direction, Bruce Abraham.

**Discussion: Marketing Services by
Northsworthy & Company**

Lamar Northsworthy provided an introduction and overview of the services provided by Northsworthy & Company. Gave a presentation on proposed services for the DDA.

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6:15 P.M.

Approval to use Northworthy & Company for Marketing Purpose

Lois Wright made a motion to approve using Northworthy & Company to develop marketing materials of the City.

Eliot Lawrence seconded motion

Motion approved unanimously

Board Retreat Discussion

Butler discussed plans for the board retreat. She highlighted Hapeville as a location of interest and said she was leaning towards sometime in January to have retreat, but there is no firm date.

Approval of Board Retreat

Ed Taylor made a motion to approve a board retreat in Hapeville during the month of January.

Lois Wright seconded motion.

Motion approved unanimously.

Discussion: Board Budget & Spending Threshold

Ken Thompson provided the board with a budget for review.

Butler discusses the need to establish a spending threshold in case there is need for a financial decision and there is no time to call a meeting to have the expense approved by the board

Approval of \$25,000 Spending Threshold

Ed Taylor motioned to approve a spending threshold of \$25,000 for the DDA chair.

Lois Wright seconded motion.

Motion approved unanimously.

Executive Session

Board recessed for executive session.

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6:15 P.M.

**Approval of the Economic
Development Director Salary
Supplement**

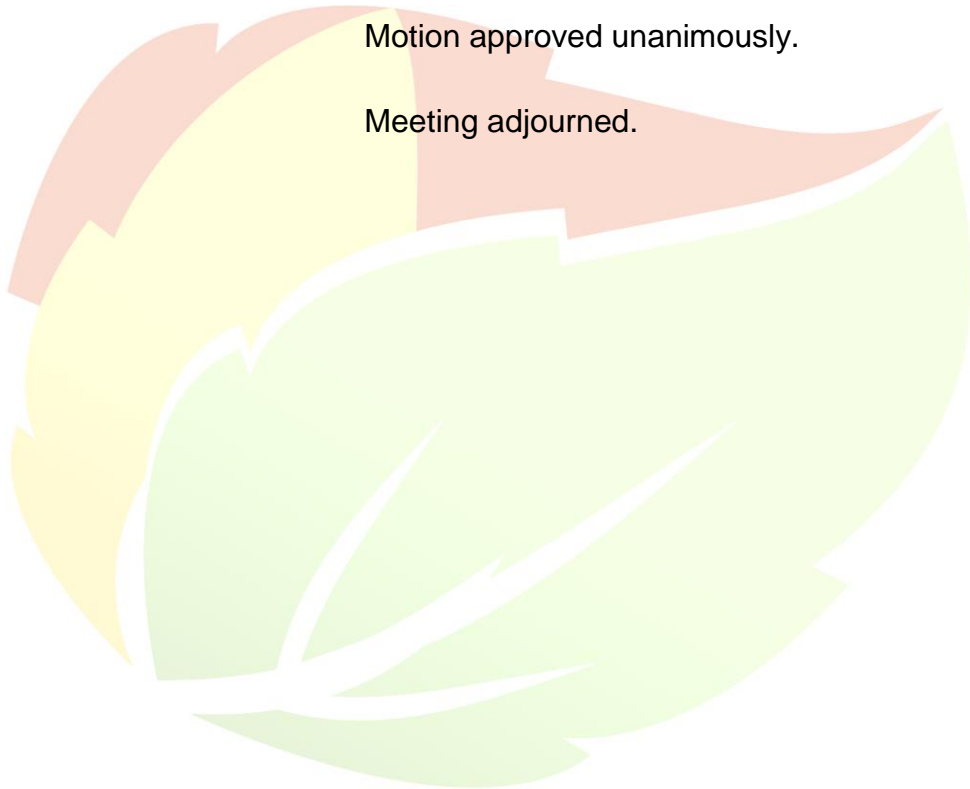
Steve Bernard motioned to approved EDD salary of
\$15,000 for 2 years with review after 2 years

Motion seconded.

Motion approved unanimously.

Adjournment

Meeting adjourned.



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January 10, 2020

6:00 P.M.

Note:

Due to a data transfer, the original minutes for the January 10, 2020 DDA Retreat Meeting was lost. The following is a summation of the meeting based on a recording.

Call to Order:

The Downtown Development Authority Meeting for January 10, 2020 was called to order by Chair, Angelyne Butler at 12:01 PM

Present

Chair, Angelyne Butler; Eliot Lawrence; Edward Taylor; Lois Wright, Steve Bernard

Also Present:

Latresa Wells Akin, Councilwoman

Mike Williams, City Attorney

Chief Nathaniel Clark, Interim City Manager

Bruce Abraham, Economic Development Director

James Shelby, Interim Planning Director

Lavar Northworthy, Northworthy & Co.

Discussion: Branding & Marketing

Lavar Northworthy lead a discussion with the board and other attendees about what their opinions were on the current reputation of Forest Park. He suggested that branding should focus on “telling the story of Forest Park.”

Board members mentioned the following as highlights for the City of Forest Park:

- Affordability
- Diversity
- Starr Park
- Proximity to airport
- Loyalty from current Forest Park investors/business owners

The board and attendees also discussed ways that they could be more in touch with the community – seasonal newsletters.

Board members and attendees were interested in having a promotional video for the City. Northworthy suggested a video focused on the qualities of Forest

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January 10, 2020

6:00 P.M.

Park: "Forest Park is..."

Northworthy recorded attendees' "Forest Park is..." statements for the video and also suggested getting the public involved. Attendees viewed the marketing video Northworthy & Co created for Clayton County Public Schools to get an idea of what the promotional video could look like.

Attendees also discussed their interest in a new seal and logo for the City.

Other suggestions & talking points:

- Visiting cities like Rome, Woodstock, Marietta and McDonough to discuss their revitalization journey
- Fostering better relationships with businesses in the area to encourage their involvement in community initiatives
- Bringing in developers whose target market is young professionals and recent graduates
- Encouraging homeownership in the City
- Establishing a Master Plan for the DDA
- Establishing an economic development plan for the City

Lavar said he would compile the notes and feedback from the meeting and start working on a plan, which will be presented at a future DDA meeting.

Adjournment

Ed Taylor made a motion to adjourn the meeting. Lois wright seconded motion.

Motion approved unanimously.

Meeting adjourned at 2:04 PM.

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CITY OF FOREST PARK**

February 27, 2020
6:00 P.M.

Note:

Due to a data transfer, the original minutes for the February 27, 2020 DDA Meeting was lost. The following is a summation of the meeting based on a recording.

Call to Order:

The Downtown Development Authority Meeting for January 10, 2020 was called to order by Chair, Angelyne Butler at 6:00 PM.

Present

Chair, Angelyne Butler; Edward Taylor; Lois Wright, Steve Bernard

Also Present:

Mike Williams, City Attorney
Ken Thompson, Finance Director
Bruce Abraham, Economic Development Director
James Shelby, Interim Planning Director
Lavar Northworthy, Northworthy & Co.

Discussion: Budget

Ken Thompson went over the proposed budget for the year

Mike Williams went into detail about proposed uses for the budget and suggested the board discuss what expenses may need to be added to the budget

Ken Thompson suggested sitting down with the chair to further flesh out the budget.

No actions taken

**Discussion: Northworthy & Co
Branding Update**

Lavar Northworthy went over branding guidelines and layout for the materials the company is working on.

Members viewed drafts of the current logo workups and the current promotional video the company is working on. Video was received well by members and attendants

Chair, Angelyne Butler discussed interest in getting new business cards for the City and T-shirts with the new

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6:00 P.M.

logo on it. She also mentioned developing an economic data sheet.

Vacancies

Eliot Lawrence & Lois Wright's appointments to the board are set to end.

Lois Wright would like to continue serving on the DDA board
Butler plans to recommend Lois Wright continue to serve on the board.

Two vacancies still need to be filled – Butler requested recommendations from the board.

Executive Session

Ed Taylor made a motion to recess for Executive Session.

Lois Wright seconded the motion.

Motion approved unanimously.

Adjournment

Meeting adjourned at 8:23 PM



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MEETING MINUTES

CITY OF FOREST PARK

MEETING HELD VIA ZOOM

April 30, 2020

5:30 P.M.

Call to Order:

Chair, Angelyne Butler called the Downtown Development Authority meeting for April 30, 2020 to order at 5:30 PM.

Present

Chair, Angelyne Butler; Vice Chair, Steve Bernard; Lois Wright; Eliot Lawrence; Eric Stallings; Ed Taylor

Also Present:

Mike Williams, City Attorney

Bruce Abraham, Economic Development Director

Danita Hamid, Economic Development Department

New Member Swear In: Eric Stallings

Eric Stallings was sworn into the Downtown Development Authority by the Chair, Angelyne Butler.

Eric took the Forest Park Oath of Office. The signed oath is attached.

Discussion: Agenda Delivery Changes

Angelyne Butler explained that due to the pandemic, agendas can no longer be hand delivered and asked if everyone was okay with receiving their meeting agendas via email.

Board members said they were okay with this change.

Proposed 2020 Budget Discussion

Angelyne Butler explained that the budget included in the agenda packet was the proposed budget for the DDA.

Board members did not have any questions about the budget.

2020 Budget Adoption

Eric Stallings motioned to adopt the proposed 2020-2021 budget.

Lois seconded the motion.

Roll call for approval. Motion approved unanimously.

Discussion: Ethics Ordinance

Angelyne Butler announced that the governing body

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MEETING HELD VIA ZOOM**

April 30, 2020

5:30 P.M.

recently revised the City's Code of Ethics for officials.

Angelyne Butler explained that all board members will be held to the same Code of Ethics.

Mike Williams provided a brief overview of the Ethics Ordinance and explained that the changes will likely result in more opportunities to work with other municipalities because they will be able to apply to become a "City of Ethics" with the Georgia Municipal Associations.

Discussion: Media Outreach and Marc Northworthy & Co. Proposal

Angelyne Butler explained that AT&T and Comcast offer free broadcasting channels for municipalities and believes it would be a great way to reach residents.

Angelyne Butler discussed having a show, suggested Downtown Table Talk, to get the word out about what's going on in Forest Park.

In order to pursue project, they have to decide who will build the set and secure equipment for the production, which is an expense.

Board members reviewed the Marc Northworthy & Co. media outreach proposal. The proposal included designing and building the set, as well as providing and installing studio equipment. With the Northworthy & Co proposal, the company would build the set and purchase the equipment for the City to use instead of having the rent equipment from somewhere else. The estimated cost is \$18,785.00.

Angelyne Butler said they'd also need to secure a location for the set.

Board members thought the proposal and tv show were a good idea.

Approval of Marc Northworthy & Co. for Set Design & Equipment Installation

Eliot Lawrence made a motion to approve using Northworthy & Co. services for the development of a TV set and equipment installation.

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Steve Bernard seconded motion.

Roll Call for approval. Motion approved unanimously.

Discussion: Meeting Minutes

Angelyne Butler introduced the board to Danita Hamid, the Economic Development Assistant. Danita will be providing record keeping and minute keeping services for the board.

Danita will also be doing the minutes for the board's past meetings that do not have an official record.

Trainings

Angelyne Butler explained that training is important and budgeted for, but due to the COVID19 pandemic, trainings for board members have been postponed. Once training becomes available, members will start going through the training process.

Mike Williams added that once dates become available, he'll notify board members so that they can sign up for training.

No action needed.

Website

Forest Park has selected Municode to develop a new website for the City. The DDA will have its own page on the website.

Angelyne Butler asked if any of the board members would like to serve as DDA representatives in the design process.

Steve Bernard and Eric Stallings volunteered to assist with the development of the DDA page on the City's website.

Executive Session

No executive session.

Angelyne Butler informed the board that although they can call in for a general meeting, they cannot call in for executive session.

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MEETING HELD VIA ZOOM

April 30, 2020

5:30 P.M.

Adjournment

Lois Wright motioned to adjourn meeting.
Steve Bernard seconded the motion.

Meeting adjourned at 5:54 PM



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