

## **DOWNTOWN DEVELOPMENT AUTHORITY**

### **MEETING MINUTES**

#### **CITY OF FOREST PARK**

January 10, 2020

12:01 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; Ed Taylor; Lois Wright, Steve Bernard

#### **Also Present:**

Councilwoman Latresa Akins Wells

Mike Williams, City Attorney

Chief Nathaniel Clark, Interim City Manager

Bruce Abraham, Economic Development Director

James Shelby, Interim Planning Director

Levar Northworthy, Northworthy & Co.

#### **Discussion: Branding & Marketing**

Levar Northworthy led 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 and attendees 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. Levar Northworthy suggested a video that focused on the

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qualities of Forest Park: “Forest Park is...”

Levar 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

Levar Northworthy said he would compile the notes and feedback from the meeting and start working on a plan, which would 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.