



Ron Osterloh, Chair
Ken Odum, Vice Chair
Jim Graham, Secretary

Slade Lail
Pam Smith
Bill Weaver

**MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY
CITY OF DULUTH, GA
3167 Main Street
Duluth, GA 30096**

August 21, 2018

CITY HALL – MAIN STREET CONFERENCE ROOM

6:30 pm

Present: Ron Osterloh – DDA Chairman
Ken Odum – DDA Vice-Chairman
Slade Lail – DDA Member
Pam Smith - DDA Member

Absent: Bill Weaver - DDA Member
Jim Graham – DDA Secretary

Staff: Economic Development Chris McGahee
Economic Development William Corbin
Assistant to Mayor and City Mgr. Kim Jackson
Finance Manager Ken Sakmar

Council:

DDA Chairman Ron Osterloh called the August 21 2018 DDA meeting to order at 6:55 p.m.

RED CLAY REPORT

Eddie Owen gave an update on the Red Clay Music Foundry to the DDA; July 12 shows and 869 people and to date 1,159 shows and 126,938 people attended.

MINUTES

Chairman Ron Osterloh requested approval of the minutes from the June 19, 2018 meeting. **Ken Odum made a motion to approve the June 19th meeting minutes; Slade Lail seconded the motion. All voted in favor.**

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FINANCE REPORT

Ken Sakmar reviewed the DDA Budget and updated the authority on the activities in their accounts. Chairman Ron Osterloh requested a motion to approve the FY 18 budget amendment to add \$3,800 in reserves to the Downtown Development Authority – Downtown Development – Professional Services line item for attorney and survey fees associated with the downtown hotel development. Ken Odum made a motion; Pam Smith seconded the motion. Those voting for Authority members Osterloh, Odum, Lail and Smith. All for. Motion Carried.

NEW BUSINESS

Staff updated the authority on downtown dumpsters, Truck & Tap, Local on North, Children's Toy Shop, Nacho Daddy, Thai Sushi, District at Duluth tenants, town green music and the new DDA member Richard Meehan starting next month.

Staff presented the idea of a Request for Proposal to develop a place branding campaign for the Downtown.

Chairman Ron Osterloh requested a motion for staff to develop an RFP to address branding and awareness for the downtown development. Slade Lail made a motion; Ken Odum seconded the motion. Those voting for Authority members Osterloh, Odum, Lail and Smith. All for. Motion Carried.

Staff discussed a ride share promotion for the city to drive visitor traffic on Thursday nights from September 13 through October 25th from 5pm to midnight.

Chairman Ron Osterloh requested a motion to authorize City staff to act on behalf of the DDA to design, advertise and execute a ride share marketing promotion for downtown Duluth, not to exceed \$10,000 in cost. Ken Odum made a motion; Pam Smith seconded the motion. Those voting for Authority members Osterloh, Odum, Lail and Smith. All for. Motion Carried.

Chairman Ron Osterloh requested a motion to approve the FY19 budget amendment to add \$10,000 in prior year reserves to the Downtown Development Authority – Downtown Development – Contract Labor line item for the rideshare promotion and to add \$1,000 in prior year reserves to the Downtown Development Authority – Downtown Development - Advertising/Promotions line item to promote this event. Ken Odum made a motion; Slade Lail seconded the motion. The authority requested reporting to track use and possible abuse of the program. Those voting for Authority members Osterloh, Odum, Lail and Smith. All for. Motion Carried.

ADJOURNMENT

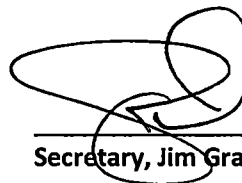
There being no further business, Ken Odum made a motion to adjourn the regular session of the DDA; Slade Lail seconded the motion. All voted in favor. The meeting closed at 8:16 p.m.

Next scheduled DDA meeting is September 18, 2018



Chairman, Ron Osterloh

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Secretary, Jim Graham