

CENTERVILLE DOWNTOWN DEVELOPMENT AUTHORITY
May 10, 2007
MINUTES

The meeting was called to order by Chairman Ben Cheney at 6:00 p.m. and opened the meeting with an invocation.

Members present:

X	Ben Cheney
X	Earl Spivey
X	Alan Dooley
X	Mark Conn
X	Larry Coy
X	Dr. Dan Callahan
X	Mr. John Bagley

Approval of Minutes:

Chairman Cheney requested that the minutes from the 5 April 2007 meeting be approved. The minutes were approved without discussion or objection.

Committee Reports:

- a. Finance: Director Spivey indicated one expenditure of \$399.75 to the City of Centerville, leaving \$4600.25. This expenditure represents the DDA's one-half cost of an advertisement in the Association County Commissioners of Georgia publication.

Old Business:

- a. 2nd Reading, By-laws Amendment, DDA Fund Account Signatures Requirement: Director Spivey moved that the changes in the by-laws changing the signature authorities be adopted by the DDA Directors. In summary, it authorizes that notes, drafts, or checks can be authorized by the Secretary or Treasurer, along with one other Director. Reading of the amendment was waived. The amendment is attached to these minutes. The amendment was adopted by the Authority.
- b. UGA Design Charrette Material Review: Administrator Eidson reviewed the content of the UGA draft concept materials that were provided to the members via email and hardcopy. The materials contained both the downtown concepts that were briefed on 5 March 2007 to the citizens of Centerville and building guidelines, e.g. doors, signs, etc...In the contract, there were additional services available that included a poster (\$300.00), a PowerPoint briefing (\$300.00), a marketing brochure (\$600.00), and/or a website illustrating the Charrette process (\$1500.00). The basic price included the three day on-site design process, facilitation of the community kick-off meeting, closing presentation to the community, 25 printed and illustrated reports, electronic versions of

all illustrations in the final report, recommendations for a downtown district for the city, and master planning concept (Base concepts include illustrating building locations, transportation networks, public space improvements, and streetscape issues). The members discussed the need to review and provide comments back to Administrator Eidson. Members were requested to review the material and provide comments to Director Dooley, who will combine the comments into a single document for the members approval, prior to forwarding to Administrator Eidson. Administrator Eidson would request comments by the City Council members and send a final master list of comments and recommendations to UGA. In response to How much of the City's funds from the original grant remained?, Administrator Eidson said he would email the answer to the members.

- c. Website Marketing Material from UGA: Chairman Cheney discussed the issue of registering a domain name for the Centerville DDA's website. Chairman Cheney indicated he had registered a domain name under "centervilledda.org" in anticipation of acceptance by the members. Following discussions, the members approved the domain name of "centervilledda.org".

New Business:

- a. DDA Training for New Members: Chairman Cheney reminded all new members that they have a requirement to take Development Authority training within 12 months after appointment. Tentative class dates were discussed for the new members. The funds for training are provided by the City and reimbursed by the DDA.
- b. Future Committee(s) Purpose and Structure: Chairman Cheney discussed the structure of the current committees. Chairman Cheney summarized and discussed his thoughts on each of the three existing committees:
 - a. Finance Committee: Believes the focus of this committee should be investigating resource opportunities. There are State resources available to help Authorities identify funding opportunities.
 - b. Design Committee: Since we are currently past the initial design/Charrette stage, it was agreed that this committee's role would change to one of marketing with a focus of increasing involvement (in the DDA process) within the community.
 - c. Planning and Zoning Committee: P&Z has been primarily handled by the City staff. It was agreed that there would be no change in the role of this committee.

In addition to soliciting committee structure feedback from the members, Chairman Cheney asked the members the following question: If a developer called the DDA tomorrow wanting to build a downtown, would the DDA be ready? Chairman Cheney raised this question to help the members focus on getting ready for such an event. By preparing now, the DDA can demonstrate its commitment, along with the City, community businesses, etc...to any developer. Who needs to be involved? What committee takes on this preparation role? What is the committee's name? Chairman Cheney recommended that our marketing efforts must focus, not just on developers, but the local community as a whole.

Feedback from the Directors included:

- Director Spivey recommended that the Finance Committee develop a budget.
 - Chairman Cheney discussed a special marketing speaker, Donald Rhodes, of the University of Georgia Small Business Development Center out of Macon. Mr Rhodes, and his team, provide consulting services to entrepreneurs at no cost. It was recommended that Mr. Rhodes make a presentation to local businesses at the 2 Aug 2007 DDA meeting. The DDA would send invitations to the local Centerville Businesses. Using this forum, the local business owners would also be exposed to the business of the DDA and the downtown concepts. All agreed that bringing in Mr. Rhodes to address the local businesses was a great idea.
 - Director Dooley supported this idea, but emphasized that the DDA members should be a key face in efforts to increase community participation. It was discussed and agreed that this would be a primary role of the Marketing Committee.
 - Committee meetings by members did not require public notification, as previously thought, as long as official decisions were not being made, per Attorney Tydings discussion with Chairman Cheney. Any decisions would require approval at an official public meeting by the DDA.
 - Three committees were proposed and approved by the members:
 1. Finance Committee: Members include Director Spivey, Coy, and Bagley.
 2. P&Z: Chairman Cheney along with City Staff.
 3. Marketing Outreach Committee: Members include Director Dooley, Conn, and Callahan.
- c. How to Increase Community Involvement: Ideas were discussed to increase community involvement at the DDA meetings, including more advertisement by the local papers. A new Byron/Centerville paper just started that is called the *Patriot*. Director Coy recommended some joint efforts with the Keep Centerville Beautiful group.
- d. Other: Members approved a change to the 5 July 2007 DDA meeting to 12 July 2007.

Community Comments: Citizen asked what types of businesses are not going to be allowed into the downtown area? Administrator Eidson recommended that question be directed to the City Council which issues business licenses for the City. Another citizen expressed her concern about changes to the regular meeting dates? Chairman Cheney indicated he would provide her his cell phone to allow her to verify any meeting time or change.

Chairman Cheney adjourned the meeting.

Next Meeting Date: Thursday, 7 June 2007 at 6:00 p.m.

INSERT AMENDMENT TO BYLAWS HERE