



September 10, 2021 Regular Meeting MINUTES

**Decatur City Hall
City Commission Meeting Room
509 North McDonough Street**

Members Present: Darren Comer, Linda Curry, David Harry, Tony Leung, Conor McNally (Chair), Noah Peeters, Lisa Turner

Staff Present: Shirley Baylis, Linda Harris, Angela Threadgill, and Kyle Williams

1. **Call to Order** at 8:03 a.m. Mr. McNally welcomed everyone to the in-person meeting and stated the mission and purpose of the DDA.

2. **Old Business.**

- A. Approval of Minutes of Executive Session and Regular Meeting of August 13, 2021.

On a motion by Ms. Turner, seconded by Mr. Harry, the minutes of the Executive Session and Regular Meeting of August 13th were unanimously approved as drafted.

3. **Executive Session.**

Enter executive session for the purpose of discussing real estate matters consistent with the requirements of O.C.G.A. §50-14-3 (b)(1)(B).

On a motion by Ms. Turner, seconded by Mr. Leung, the Board unanimously approved to enter into executive session for the purpose of discussing real estate matters consistent with the requirements of O.C.G.A. §50-14-3 (b)(1)(B).

On a motion by Mr. Peeters, seconded by Ms. Curry, the Board unanimously approved to adjourn executive session and return to the regular meeting.

4. **Agenda Action Items.**

- A. Request to Increase Funding for Decatur Retail Incubator Program. Ms. Baylis requested an increase in the budget for the incubator program from \$25,000 to \$31,000 for the purposes of securing a lease agreement and provide professional business trainers.

In response to a question from Mr. McNally, Ms. Baylis stated while it is expected that the incubator businesses will cover half of the rental costs and the DDA will cover the other half, there is a potential the DDA will need to cover more than half the share. Ms. Baylis would return with an update on the budget once the program is underway.

In response to a question from Mr. Peeters, Ms. Baylis confirmed that the incubator businesses would be subtenants and each would sign a sublease as part of the program

outlining how much rent each would need to pay to the DDA. Mr. Williams would prepare the sublease agreement.

Ms. Curry encourage a marketing program be developed for the program to push the word out about the businesses selected for the program.

On a motion by Mr. Harry, seconded by Mr. Leung, the Board unanimously approved to increase funding in the amount of \$6,000 for the Decatur Retail Incubator Program.

- B. Request to Authorize Executive Director to Sign Lease Agreement. Ms. Threadgill stated that a retail space had been found to locate the Decatur Retail Incubator Program and terms of the lease had been negotiated with Cartel Properties to lease 431 West Ponce de Leon Avenue, Suite 2, formerly the location of “Featherbaby” retail store. The fixtures and furniture remain in the 760 square foot space and was a primary reason for the selection of the space, allowing businesses to display their goods easily without too much investment of display furniture.

Ms. Threadgill presented the resolution for consideration that would authorize the Chair to execute the lease agreement, or in absence of the Chair that the Executive Director would execute the document.

In response to a question from Mr. Peeters, Ms. Baylis stated the lease would commence on October 1st and it is a one-year lease. The program is scheduled to run for 6 months, therefore there may be an opportunity to have a second round of the incubator program if the first round is successful.

In response to a question from Mr. Leung, Ms. Threadgill confirmed the lease terms and lease agreement had been reviewed and approved by the DDA’s attorney.

On a motion by Ms. Curry, seconded by Mr. Leung, the Board unanimously approved the resolution authorizing the Chair to execute the lease agreement for 431 W. Ponce de Leon Avenue, Suite 2, for the purposes of the Retail Incubator Program.

5. Reports and Other Business.

- A. Downtown Programs Update. Ms. Baylis presented details about the 2021 Terrific Thursdays event promotion and schedule. She stated the businesses will be provided with digital graphics developed by Lampe-Farley communications to promote through their individual business media. In addition, the Decatur Business Association and Visitors and Tourism Bureau will promote the event. Limited printed materials will be provided to the hotels and businesses looking to hand out to visitors. Seven events will be associated with the Terrific Thursdays, starting with the Ornament Unveiling on November 4 at Wild Oats and Billy Goats, and ending with “Desperation Thursday” on December 23 for last-minute shopping.

Other events include the Menorah lighting on December 5th and Small Business Saturday/Santa on the Square on November 27th.

Every Thursday, the Visitors Center will have a tent on the Square with free gift wrapping services and warm cookies, along with a DJ. An oversized ornament will be placed on the Square as a “selfie” photo spot.

The Board complimented and thanked Ms. Baylis for the extra business support going into the holiday season.

B. Next regular scheduled meeting is October 8, 2021 at 8:00 a.m.

6. Adjourn.

There being no further business, on a motion by Ms. Turner, seconded by Ms. Curry, the Board adjourned the meeting at 9:28 a.m.

Consistent with the requirements of O.C.G.A. §50-14-1(e)(2)(B) these minutes were approved at the next scheduled meeting on October 8, 2021 and made part of the record.

Angela Threadgill, Executive Director