

**CITY OF JONESBORO
Regular Meeting
170 SOUTH MAIN STREET
January 5, 2017 – 6:00 PM**

NOTE: As set forth in the Americans with Disabilities Act of 1990, the City of Jonesboro will assist citizens with special needs given proper notice to participate in any open meetings of the City of Jonesboro. Please contact the City Clerk's Office via telephone (770-478-3800) or email at rclark@jonesboroga.com should you need assistance.

Agenda

I. CALL TO ORDER - JOEL AVILES, CHAIRMAN

II. ADOPTION OF AGENDA

III. ANNUAL APPOINTMENT OF OFFICERS

- A. Appointment of Chair
- B. Appointment of Vice-Chair
- C. Appointment of Secretary-Treasurer
- D. Appointment of Executive Director
- E. Appointment of Legal Counsel

IV. ADOPTION OF MINUTES

- 1. Consideration of the Minutes of the November 3, 2016 Regular Meeting.
- 2. Consideration of the Minutes of the November 29, 2016 Special Called Meeting.

V. AGENDA ITEMS

- 1. Discussion regarding DDA Committee Appointments.
- 2. Discussion regarding the FY' 17 Downtown Development Authority of the City of Jonesboro Annual Budget.
- 3. Discussion regarding design of sanitation cans displayed downtown - Chairman Aviles

4. Discussion regarding FY' 17 Downtown Development Authority Strategic Planning Retreat

VI. EXECUTIVE DIRECTOR REPORT - RICKY L. CLARK, JR.

VII. BOARD OF DIRECTORS COMMENTS

VIII. ADJOURNMENT

**CITY OF JONESBORO
REGULAR MEETING
170 SOUTH MAIN STREET
November 3, 2016 – 6:00 PM**

MINUTES

The City of Jonesboro Mayor & Council held their Regular Meeting on Thursday, November 3, 2016. The meeting was held at 6:00 PM at the Jonesboro Police Station, 170 South Main Street, Jonesboro, Georgia.

I. CALL TO ORDER - JOEL AVILES, CHAIRMAN

A. Roll Call

Attendee Name	Title	Status	Arrived
Joy B. Day	Ex-Officio	Present	
Joel Aviles	Board of Directors	Present	
Helen Meadows	Board of Directors	Present	
Harry Osborne	Board of Directors	Present	
Donya Sartor	Board of Directors	Absent	
Juli Segner	Board of Directors	Present	
Allen Roark	Board of Directors	Remote	
Ricky Clark	Executive Director	Present	
Steve Fincher	Legal Counsel	Present	

II. ADOPTION OF AGENDA

1. Motion to Adopt the Agenda.

RESULT: **APPROVED [UNANIMOUS]**
MOVER: Joy B. Day, Ex-Officio
SECONDER: Juli Segner, Board of Directors
AYES: Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT: Donya Sartor

III. MINUTES

A. Consideration of the Minutes of the October 6, 2016 Regular Meeting.

RESULT: **ACCEPTED [UNANIMOUS]**
MOVER: Helen Meadows, Board of Directors
SECONDER: Harry Osborne, Board of Directors
AYES: Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT: Donya Sartor

IV. AGENDA ITEMS

1. Consideration by the Downtown Development Authority of the City of Jonesboro Resolution #DA2016-02 authorizing the issuance of multifamily housing facilities revenue bonds (Hampstead Keystone Partners Project), series 2016, in an original aggregate principal amount not to exceed \$20,000,000.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Harry Osborne, Board of Directors
SECONDER:	Allen Roark, Board of Directors
AYES:	Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT:	Donya Sartor

V. EXECUTIVE DIRECTOR REPORT - RICKY L. CLARK JR.

Mr. Clark advised members of the need to convene for a Special Called Meeting. The purpose of the meeting is to establish the interest rate for the Hampstead Keystone Partner Project. Upon majority consensus of the Authority, a Special Called Meeting has been scheduled for November 29, 2016 at 6:00 p.m. Said meeting will be held at the Jonesboro Police Department.

VI. MEMBER COMMENTS

Director Osborne requested to receive agenda documents sooner in order to review them thoroughly.

VII. ADJOURNMENT

1. Motion to Adjourn at 6:25 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Harry Osborne, Board of Directors
SECONDER:	Helen Meadows, Board of Directors
AYES:	Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT:	Donya Sartor

JOY B. DAY – MAYOR

RICKY L. CLARK, JR. – CITY ADMINISTRATOR

**CITY OF JONESBORO
SPECIAL CALLED MEETING
170 SOUTH MAIN STREET
November 29, 2016 – 6:00 PM**

MINUTES

The City of Jonesboro Mayor & Council held their Special Called Meeting on Tuesday, November 29, 2016. The meeting was held at 6:00 PM at the Jonesboro Police Station, 170 South Main Street, Jonesboro, Georgia.

I. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Joy B. Day	Ex-Officio	Present	
Joel Aviles	Board of Directors	Present	
Helen Meadows	Board of Directors	Present	
Harry Osborne	Board of Directors	Present	
Donya Sartor	Board of Directors	Absent	
Juli Segner	Board of Directors	Present	
Allen Roark	Board of Directors	Present	
Ricky Clark	Executive Director	Present	
Steve Fincher	Legal Counsel	Present	

II. ADOPTION OF AGENDA

1. Motion to amend the agenda by adding Item B: Consideration of cancelling the December 1, 2016 Regular Meeting.

RESULT:	APPROVED [5 TO 1]
MOVER:	Joy B. Day, Ex-Officio
SECONDER:	Allen Roark, Board of Directors
AYES:	Day, Aviles, Meadows, Segner, Roark
NAYS:	Harry Osborne
ABSENT:	Donya Sartor

2. Motion to adopt the agenda.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Joy B. Day, Ex-Officio
SECONDER:	Juli Segner, Board of Directors
AYES:	Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT:	Donya Sartor

III. AGENDA ITEMS

1. Consideration by the Downtown Development Authority of Supplemental Resolution #DA2016-03 regarding the Hampstead Keystone Partners Project.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Harry Osborne, Board of Directors
SECONDER:	Helen Meadows, Board of Directors
AYES:	Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT:	Donya Sartor

2. Consideration of cancelling the December 1, 2016 Regular Meeting

1. Motion to cancel the December 1, 2016 Regular Meeting.

RESULT:	APPROVED [5 TO 0]
MOVER:	Juli Segner, Board of Directors
SECONDER:	Helen Meadows, Board of Directors
AYES:	Day, Aviles, Meadows, Segner, Roark
ABSENT:	Donya Sartor
AWAY:	Harry Osborne

IV. ADJOURNMENT

1. Motion to adjourn.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Joy B. Day, Ex-Officio
SECONDER:	Allen Roark, Board of Directors
AYES:	Day, Aviles, Meadows, Osborne, Segner, Roark
ABSENT:	Donya Sartor

JOY B. DAY – MAYOR

RICKY L. CLARK, JR. – CITY ADMINISTRATOR



CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary

Agenda Item #

-1

5.1

COUNCIL MEETING DATE
January 5, 2017

Requesting Agency (Initiator)
Office of the City Administrator

Sponsor(s)

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*
Discussion regarding DDA Committee Appointments.

Requirement for Board Action *(Cite specific Council policy, statute or code requirement)*

Is this Item Goal Related? *(If yes, describe how this action meets the specific Board Focus Area or Goal)*

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

As part of our strategic planning, the Executive Director has called for four (4) subcommittees. The establishment of these four committees will align us with eligibility requirements to be designated as Georgia Main Street Community. Main Street focuses on a nationally recognized 4-Point Approach to community revitalization. With a foundation in historic preservation, the initiative is built upon organization, design, promotion, and economic restructuring for downtown successes.

Program Objective:

Design Committee (Joel Aviles, Jule Segner)

1. Develop and maintain a current building inventory
2. Develop façade grant
3. Develop sign grant
4. Produce rehab renderings of what building “could” look like if given proper attention
5. Develop a new developers orientation kit
6. Encourage highest and best use of existing store fronts and all Downtown properties
7. Develop and maintain a design standards resource file
8. Educate property owners about the importance of good design through workshops and site visits
9. Host a Downtown Clean-up Day
10. Assist and advise the Historic Preservation Commission when asked
11. Identify and solicit at least 2 solid commitments to rehab buildings
12. Assist with public plantings and general beautification
13. Develop annual work plan

Organization Committee (Helen Meadows, Allen Roark)

1. Coordinate efforts with other local groups – build partnerships
2. Develop and maintain a high quality webpage
3. Develop and maintain a volunteer database
4. Develop and maintain a media resource list
5. Organize community outreach/speakers bureau educating the general public and other organizations about the DDA
6. Develop funding strategy

FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title Ricky Clark, City Administrator	Date January, 5, 2017	
Signature	City Clerk's Office	

7. Host annual fund drive/fund raising event
8. Write columns for local media outlets
9. New Volunteer Organization
10. Develop annual committee budget and work plan

Promotion Committee (Jule Segner, Helen Meadows)

1. Host one annual event
2. Develop and maintain a quality vendor list
3. Assist with Holiday Festival
4. Analyze current local calendar of events and see where we could add or improve upon
5. Wayfinding signage
6. Downtown Ad Campaign
7. Business Directory and Cross promotion

Economic Restructuring Committee (Harry Osborne, Joy Day?)

1. Assist Design Committee in developing and maintaining a building inventory by inventorying existing businesses and available commercial space
2. Assist Design Committee in developing financial incentives for rehabilitation
3. Produce a new business owner's orientation kit
4. Develop business recruitment incentives
5. Encourage highest and best use of existing store fronts
6. Maintain current market data and analysis
7. Establish a business ambassador program
8. Organize a merchants group
9. Develop and maintain a list of topical small business resources
10. Develop annual committee budget and work plan

Fiscal Impact

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Exhibits Attached (Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)

-

Staff Recommendation *(Type Name, Title, Agency and Phone)*

Approval



CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary

Agenda Item #

5.2

-2

COUNCIL MEETING DATE

January 5, 2017

Requesting Agency (Initiator)

Office of the City Administrator

Sponsor(s)

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Discussion regarding the FY' 17 Downtown Development Authority of the City of Jonesboro Annual Budget.

Requirement for Board Action *(Cite specific Council policy, statute or code requirement)*

Annual Operating Budget

Is this Item Goal Related? *(If yes, describe how this action meets the specific Board Focus Area or Goal)*

Community Planning, Neighborhood and Business Revitalization

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

As part of our fiscal responsibility as a locally created Authority, the DDA must adopt a balanced budget. The proposed budget consists of operating revenues and expenditures. The following is a proposed schedule of revenues:

- **Issuers Fee** – As the issuing conduit for the Keystone-Hampstead project, the DDA received payment in the amount of \$15,312.50 based upon the 0.125% structure.
- **City of Jonesboro** - Within the FY' 17 Budget, the City Council appropriated \$10,000 to assist the DDA with startup and programming needs..

To balances expenditures by revenues, the Executive Director is recommending with the FY'17 Budget, programming for each of the 4 subcommittees (Design, Organization, Economic Restructuring & Promotion) requested for the DDA:

Organization Committee Objective:

Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process. Organize a Main Street framework that is well represented by business and property owners, bankers, citizens, public officials, chambers of commerce and other local economic development organizations. Educating the public that everyone must work together in order to maintain a long-term effort.

Proposed Budget: \$1850

Design Committee Objective:

Enhancing the physical appearance of Downtown by encouraging and assisting with the rehabilitation of historic buildings, encouraging complementary new construction/infill development, and assisting with the improvement of overall attractiveness of the business district. Historic building rehabilitation, street, sidewalk, and alley clean-up, colorful banners, landscaping, streetscaping, attractive signage, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in and live. Design improvements result in a reinvestment of public and private dollars to downtown.

Proposed Budget: \$7850

Promotion Committee Objective:

Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens, and

FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title

Ricky Clark, City Administrator

Date

January, 5, 2017

Signature

City Clerk's Office

to visitors. The goal is to create excitement Downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors and visitors and also positioning the Downtown in the market place.

5.2

Proposed Budget: \$7500

Economic Restructuring Committee Objective:

Strengthening the existing economic base while finding ways to meet new opportunities, analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused or underused spaces for new uses and sharpening the competitiveness of Main Street's traditional merchants are all examples of economic restructuring activities.

Proposed Budget: \$300

Fiscal Impact

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Exhibits Attached (Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)

- DDA FY' 17 Budget (Proposed)

Staff Recommendation *(Type Name, Title, Agency and Phone)*

Approval

Downtown Department

Expenditure Schedule

Dept. 7550

Account Number	Account Name	FY 2017 Proposed Budget
51.1000	Personal Services - Salaries & Wages	
51.1100	Regular Employees	\$0
51.1200	Temporary Employees	
51.2000	Employee Benefits	
51.2100	Group Insurance	\$0
51.2200	Social Security (FICA) contributions	\$0
51.2300	Medicare	\$0
51.2400	Retirement Contributions	\$0
51.2600	Unemployment Insurance	\$0
51.2700	Worker's Compensation	\$0
Total Personal Services and Employee Benefits		\$0
52.1000	Purchased Professional & Tech Services	
52.1200	Professional	
52.1290	Other	
52.1291	Design Committee	\$500
52.1292	Promotion Committee	\$1,500
	<i>Artists</i>	
	<i>Website</i>	
52.2000	Purchased-Property Services	\$0
52.2200	Repairs & Maintenance	
52.2260	Design Committee	\$6,000
	<i>Façade Grant</i>	
	<i>Sign Grant</i>	
52.2300	Rentals	
52.2320	Rental of equipment & vehicles	\$2,000
	<i>Lights/Sound</i>	
	<i>Event Restrooms</i>	
	<i>Holiday Festival-Restrooms</i>	
52.3000	Other Purchased Services	
52.3100	Insurance, other than employee benefits	\$0
52.3200	Communications	
52.3230	Cellular Phones	\$0
52.3260	Postage -General and Committees	\$0
52.3261	Organization Committee	\$1,500
	<i>Website/Misc Communications</i>	
	<i>Annual Fundraiser</i>	
52.3262	Promotion Committee	\$1,500

Downtown Department Expenditure Schedule

Dept. 7550

Account Number	Account Name	FY 2017 Proposed Budget
	<i>Events</i>	
	<i>Logo</i>	
52.3300	Advertising	\$2,000
52.3300	Promotional	
52.3301	Promotion Committee	
52.3400	Printing & Binding	\$1,500
52.3420	Newsletter	
52.3421	Organization Committee	
52.3500	Travel	
52.3501	General	\$1,000
52.3502	Board of Directors	\$1,000
52.3600	Dues and Fees	
52.3601	General	\$1,000
	<i>The National Trust</i>	
	<i>Georgia Downtown Association</i>	
	<i>National Main Street Association</i>	
52.3602	Organization Committee	\$150
	<i>Bulk Mail Permit</i>	
52.3700	Education & Training	
52.3701	General	\$500
52.3702	Board of Directors	\$500
Total Purchased/Contracted Services		\$20,650
53.1000	Supplies	
53.1100	General Supplies & Material	
53.1180	Computer	\$0
53.1190	Other	\$0
53.1191	Board of Directors	\$500
53.1192	Design Committee	\$1,350
	<i>Building Inventory</i>	
	<i>Clean-Up Day</i>	
	<i>Developer's Kit</i>	
	<i>Workshops</i>	
53.1193	Economic Restructuring Committee	\$300
53.1194	Organization Committee	\$200
	<i>Awards/Trophies</i>	

100
100
100
100

250

Downtown Department Expenditure Schedule

Dept. 7550

Account Number	Account Name	FY 2017 Proposed Budget
	<i>Volunteer Recognition</i>	200
53.1195	Promotion Committee	\$1,700
	<i>Banners</i>	250
	<i>Posters/Fliers for Events</i>	500
	<i>Signs for Events</i>	500
	<i>T-Shirts</i>	200
	<i>Parade Float</i>	150
	<i>Neighborhood Development</i>	250
53.1300	Food	\$200
53.1301	Economic Restructuring Committee	
	<i>Merchant's Group</i>	250
53.1302	Promotion Committee	\$600
53.1500	Supplies/inventory purchased for resale	
53.1590	Other	
Total Supplies		\$4,850
TOTAL EXPENDITURES		\$25,500
Authorized Positions		
Loaned	Executive Director	1
Authorized Motor Vehicles		