



**REGULAR MEETING  
170 SOUTH MAIN STREET  
April 12, 2018**

**Agenda**

**I. CALL TO ORDER**

**II. ADOPTION OF AGENDA**

**III. FINANCIAL REPORT**

1. Consideration of Financial Statements for three-month period ended March 31, 2018.

**IV. AGENDA ITEMS**

1. Discussion regarding purchase of equipment necessary for Downtown planters to include the engagement of Duncan's Landscaping firm.
2. Discussion regarding approval of 2018 Georgia's Downtown Classic Main Street Memorandum of Understanding and the 2018 National Main Street Center's Affiliate sublicensing agreement.
3. Discussion regarding façade grant applications:
  - a. Robert McCullough – 137 W. Mill Street (\$1153.50)
  - b. Charmayne Bradberry – 1423 Stockbridge Road, Suite 6 & 7 (\$547.50)
4. Discussion of the Jonesboro Main Street Ambassador Program.
5. Discussion regarding an Intergovernmental Agreement by and between the City of Jonesboro and the Downtown Development Authority for the purpose of developing the Firehouse Museum.

**V. COMMITTEE UPDATES**

1. Promotions/Organization Committee - Juli Segner, Chairperson
2. Economic Restructuring Committee - Sylvester Ford, Chairperson
3. Design Committee - Joel Aviles, Chairperson

**VI. EXECUTIVE DIRECTOR'S REPORT**

**VII. BOARD OF DIRECTOR'S COMMENTS**

**VIII. ADJOURNMENT**



# CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary

Agenda Item #  
**AGENDA ITEMS – 1**

3.1

COUNCIL MEETING DATE  
April 12, 2018

Requesting Agency (Initiator) Office of the City Manager	Sponsor(s)
<b>Requested Action</b> <i>(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)</i> Consideration of Financial Statements for three-month period ended March 31, 2018.	
<b>Requirement for Board Action</b> <i>(Cite specific Council policy, statute or code requirement)</i>	
<b>Is this Item Goal Related?</b> <i>(If yes, describe how this action meets the specific Board Focus Area or Goal)</i>	
Summary & Background	<i>(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)</i>
Fiscal Impact <i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i>	
<b>Exhibits Attached</b> <i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i> • P&L as of 03312018	
<b>Staff Recommendation</b> <i>(Type Name, Title, Agency and Phone)</i>	
<b>Approval</b>	

## FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title Ricky L. Clark, City Manager	Date April, 12, 2018	
Signature	City Clerk's Office	

1:45 PM

04/12/18

Accrual Basis

**Jonesboro Downtown Development Authority**  
**Profit & Loss**  
**January through March 2018**

	Jan - Mar 18
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
40.1000 · General Budget transfers	10,000.00
41.1000 · Issuer's fee	22,812.50
42.1000 · Event revenue	2,184.00
43.1000 · Membership Revenue	10,050.00
49.1000 · Misc revenue	145.00
<b>Total Income</b>	<b>45,191.50</b>
<b>Expense</b>	
51.1000 · Personal Services - Salaries &	14.53
52.1200 · Professional	3,350.00
52.3300 · Advertising	393.75
60.4000 · Bank Service Charges	
60.4001 · QuickBooks Merchant Fees	30.60
60.4000 · Bank Service Charges - Other	74.23
<b>Total 60.4000 · Bank Service Charges</b>	<b>104.83</b>
<b>Total Expense</b>	<b>3,863.11</b>
<b>Net Ordinary Income</b>	<b>41,328.39</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
4000 · Interest Revenue	2.95
<b>Total Other Income</b>	<b>2.95</b>
<b>Net Other Income</b>	<b>2.95</b>
<b>Net Income</b>	<b>41,331.34</b>







## Background:

Built for demanding commercial environments, EarthPlanters represent the next generation in smart solutions for container landscaping applications. Proudly made in the USA, our eco-friendly Self-Watering Containers will outperform any planter on the market based on construction, performance and return on investment. They are ideal for urban, grounds, facility and sustainability leaders who are looking to maintain the finest landscapes while reducing labor and the environmental impact of maintaining planters on a daily basis.

## Our Customers:

Recommended by over 100 Professional Grounds Managers, EarthPlanters can be found across the US & Canada on Retail Properties, Office Parks, Hotels, Hospitals, Airports, Cities & Towns and the nation's top College & University Campuses.

**City of Atlanta GA, Bethesda MD, Albany NY, Akron OH, Boston MA, Memphis TN, Secaucus NJ, Salt Lake City Utah, Tulsa OK, Alexandria Virginia, Victoria British Columbia, Lincoln NE, Auburn WA**

**Univ. of Notre Dame, Xavier Univ., Univ. of Louisville, Columbia Univ., Univ. of Mississippi, Univ. of Maryland, Auburn Univ, UMASS, Villanova, Syracuse Univ., Duquesne, Univ. of Memphis, Montana State Billings**

**Marriott Hotels, BrightView Landscapes, San Diego Convention Center, The Broadmoor Hotel, Children's Mercy Hospital, Buffalo Niagara Airport Authority, Maryland Capital Park & Planning Commission, The NY Botanical Gardens**

## The EarthPlanter Advantage:

With an average watering cycle of once every 2-3 weeks, EarthPlanters are proven to reduce labor, fuel, water usage and on-going plant maintenance by 50-80%. You'll save thousands every month and for many years to come.



- ✓ Industry Leadership...with over 7,500 commercial installations EarthPlanter is the #1 selling & recommended self-watering brand
- ✓ Factory Direct Purchasing...100% designed, built & shipped from our facility ensures you receive the highest quality planters backed by the industries best warranty
- ✓ Arrive Ready to Use...no separate parts, wicks or wicking material to install
- ✓ Superior Wicking System...eliminates the need for extended top watering required by other planters. Then self-regulates feeding based on soil conditions, taking the guess work out of over and under watering your plants
- ✓ Internal Overflow Assembly...eliminates unsightly holes drilled into the side of your planters, providing superior protection from over-filling while eliminating insect intrusion and potential clogging
- ✓ Added Value...EarthPlanter never charges extra for our industry leading stone-effect colors, saving you up to \$80 per planter versus other manufacturers
- ✓ Personalized Service... a successful landscape or urban beautification project is more than just a planter. Selecting the right model, color, soil, plants & proper installation are all key components and we'll be here to help every step of the way

*"We are thrilled with your product and the customer service you have provided us"*

**Georgette Steffens, Executive Director**  
**Downtown Albany NY Business Improvement District**

*"We have been ecstatic with the quality of our EarthPlanters, the health of the plants in them and the cost savings...we plan to replace the rest of our concrete planters with EarthPlanters!"*

**Jeff Burton, Deputy Executive Director**  
**Bethesda Urban Partnership, Bethesda, MD**

*"Since using EarthPlanters our labor has dropped dramatically. And since the water wicks upward we have seen a deeper, healthier root system and superior container color display." –*

**Ted Heywood, Super. of Grounds**  
**The College of the Holy Cross, Worcester, MA**

*"The planters have been a beautiful addition to our pedestrian plaza, we are very pleased"*

**Jeff Dixon, Planning Services Manager**  
**Dept of Community Development & Public Works**  
**City of Auburn Washington**

*"We have had many days that have been in the upper 90's and our plants would not look so lush if they weren't in our EarthPlanters, thank you for this great product!"*

**Sweetland Amphitheatre – Downtown LaGrange, GA.**  
**Barbie Watts, Downtown LaGrange Development Authority**

*"We continue to get RAVE reviews and comments galore over how wonderful our flowers look and get asked "what do you do to keep them looking so nice", we love our EarthPlanters!"*

**Deb Phillips, Program Manager**  
**Keep Hardin County Beautiful, Kenton, Ohio**

*"They have a very classy look, the flowers are thriving, it's just too good to be true!! They are perfect!!!"*

**Lisa Vaillancourt**  
**Downtown Millbury MA**

*"Our planters are a terrific success, we love them."*

**Stephanie Wilkinson, Executive Director**  
**Main Street Lexington, Virginia**

*"We have experienced many days of 95 plus degree weather accompanied by strong hot winds and the plants remain very healthy and beautiful. We love the planters."*

**Vaughn K. Sullivan, Community Services Director**  
**City of Midwest City OK**

*"These flower pots make our downtown more attractive and inviting not to mention the time saving it gives us with watering I wish we would have discovered this product sooner!"*

**Joshua M. Ross, Economic Development Officer**  
**Bessemer City, NC**

*"We truly love your products and we've seen significant cost savings and more beautiful plants since switching."*

**Rob Eichenauer**  
**Associate Director of Grounds Maintenance and Operations**  
**University of Dayton**

# Seeing is Believing!



Attachment: EarthPlanter Full Overview rev3.1.17a (1238 : Downtown Planters - Equipment)



## CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary

Agenda Item #

-2

4.2

COUNCIL MEETING DATE

April 12, 2018

Requesting Agency (Initiator)

Office of the City Manager

Sponsor(s)

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

Discussion regarding approval of 2018 Georgia's Downtown Classic Main Street Memorandum of Understanding and the 2018 National Main Street Center's Affiliate sublicensing agreement.

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)*

Yes

Economic Development

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.)*

Main Street program started in 1980 and is overseen by the Office of Downtown Development at the Georgia Department of Community Affairs (DCA). Each community is required to be an Affiliate for a year before consideration for the Classic Main Street Program Designation as this will allow time to get several key elements completed. Georgia Main Streets represent some of the strongest central business districts in the state and in the Southeast. Since it started, the designated community programs have been instrumental in leading the state in historic preservation, small business development, expansion of the state's employment base, leveraging private investment, increasing tourism and providing a positive road map for public-private partnerships.

Based upon completion of the one-year cycle necessary for the affiliate membership and a successful program strategy, the City of Jonesboro has been awarded the Classic Main Street Designation. Each year the Department of Community Affairs (DCA) requests that the City approve a Memorandum of Understanding (MOU) to participate in the Classic Main Street Program. The MOU outlines the responsibilities of the community, Main Street Board of Directors (our DDA), Manager and the DCA associated with the Main Street Program. Some highlights from the MOU include:

- The Main Street Board will assist with the development of a Work Plan and provide opportunities for public engagement.
- The Downtown Manager will complete a monthly economic and programming activity reports and other data collection as well as attend training.
- DCA will provide Classic Main Street Communities with training, publicity, technical and other assistance at no or low cost.

As a member of the Georgia Main Street program, the Office of Downtown Development would offer design assistance for a nominal fee to property owners, Main Street Program Managers and municipalities who are interested in improving their downtown. The goal is to enhance downtown buildings, streetscapes, and public spaces so they attract new businesses, customers, residents and investors. Rehabilitated buildings, attractive storefronts, and well-designed pedestrian amenities provide a distinctive sense of place and draw people to shop, visit and live downtown.

As per the National Main Street Center requirements, all accredited Main Street cities must have a current signed MOU

### FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title

Ricky L. Clark, City Manager

Date

April, 12, 2018

Signature

City Clerk's Office

and sub-licensing agreement on file with the Georgia Department of Community Affairs in order to retain the service in our office along with the use of the Main Street name.

4.2

At the May regular meeting, representatives from DCA will present our Classic Main Street status publicly.

**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.)

- 2018 Combined MOU Document for Classic Main Street Programs

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

**Approval**



April 2, 2018

To Whom It May Concern:

Enclosed you will find a copy of the 2018-19 Georgia Classic Main Street Program Memorandum of Understanding and the 2018 National Main Street Center's sublicensing agreement. As per the National Main Street Center requirements all accredited Main Street cities must have a current signed MOU and sublicensing agreement on file with the Georgia Department of Community Affairs in order to retain the services of our office along with the use of the Main Street name.

The enclosed document must be signed by the Mayor, Board Chair and local Manager and **uploaded a copy to your Main Street program's shared DCA Dropbox folder by July 1, 2018.** Failure to comply may result in probationary status or loss of accreditation for the local Main Street program in 2018.

As per this MOU agreement the local municipality is required to notify the Office of Downtown Development within one week of any Downtown Director Vacancy. If at any point during the 2018 calendar year there is a change in the local program manager, the local program is required to submit a new MOU including the new manager's signature to DCA.

Regards,

*Jessica Reynolds*

Jessica Reynolds, EDFP  
 Director, Office of Downtown Development &  
 Georgia Main Street Program  
 Georgia Department of Community Affairs





# 2018 - 2019

# Georgia Classic Main Streets

# Memorandum of

# Understanding

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MOU

4/1/2018

This document should be signed by all local parties (Mayor, Board Chair, Main Street Program Manager) and a copy of the original document should be uploaded to your community's shared DCA Dropbox folder by July 1, 2018.



National Main Street Center

a subsidiary of the  
National Trust for Historic Preservation

## GEORGIA CLASSIC MAIN STREETS PROGRAM MEMORANDUM OF UNDERSTANDING

### 2018 -2019 Program Year

This agreement is entered into and executed by the Georgia Department of Community Affairs Office of Downtown Development (hereinafter referred to as "DCA"), the City/Town of [REDACTED], Georgia (hereinafter referred to as "Community"), the Local Main Street Program Board of Directors, and the Downtown Manager for the Community. DCA will enter into this agreement with the above parties to provide services in return for active and meaningful participation in the Georgia Classic Main Streets Program by the Community as specified below.

This agreement outlines the necessary requirements set forth by DCA for the Community's participation in the Georgia Classic Main Streets Program for 2018. DCA is the sponsoring state agency for the Georgia Classic Main Street program and is licensed by the National Main Street Center (hereinafter referred to as "National Program") to designate, assess, and recommend for accreditation Main Street programs within the State of Georgia.

In recognition of the agreement by DCA, the Community, the Board of Directors, and the Downtown Manager to maintain an active Local Main Street Program, the parties have agreed to the following:

#### ARTICLE 1: THE COMMUNITY AGREES TO—

1. Appoint or contract with an entity to serve as the Board of Directors for the local Main Street Program. The city council may not serve as the Main Street Board.
2. Set and review boundaries for the target area of the local Main Street Program.
  - A. A copy of these boundaries should remain on file with DCA at all times.
  - B. The Community should work with the Board of Directors to review boundaries at least once every three years.
3. Employ a paid professional downtown manager responsible for the daily administration of the local Main Street Program.
  - A. The downtown manager must have a job description that identifies at least 75% of their duties. A copy of the job description should remain on file with DCA at all times.
  - B. The downtown manager should be paid a salary consistent with other community and economic development professionals within the state. The program manager's salary must be paid in excess of minimum wage.
  - C. The Community must notify DCA within one week of any downtown manager vacancy and the Community must appoint an interim downtown manager until the position is filled. DCA must have accurate contact information for the downtown manager at all times.
  - D. Provide an annual evaluation of the downtown manager. If the manager is employed by an entity other than the local government, require that entity to provide an annual evaluation and performance review.
4. Provide for local Main Street Program solvency through a variety of direct and in-kind financial support.
  - A. If the downtown manager is an employee of the local Main Street Program and not the Community, the Community assures that the program has the financial means to pay for said manager for the period of this agreement.
  - B. The local Main Street program must maintain an identifiable and publicly accessible office space. DCA recommends this space to be in the local Main Street program area.
  - C. The local Main Street program must have sufficient funding to provide travel and training for the downtown manager and the Board of Directors.
5. Assist the downtown manager in compiling data required as part of the monthly reporting process.
  - A. Provide for a positive relationship between the downtown manager and key city staff to access the following information in a timely manner:
    - i. Business license data
    - ii. Building permit data
    - iii. Property tax data
    - iv. Geographic Information Systems data (mapping support when available)
  - B. Review reported data submitted by the downtown manager to assure accuracy.

6. Use the "Main Street America™" name in accordance with the National Main Street Policy on the Use of the Name Main Street.
7. Notify DCA in writing prior to any wholesale changes in the local program, including staff changes, major funding changes, change in organizational placement of the program or major turnover in the board of directors. Such notice should be within one business week of said changes. Changes may result in program probation, the loss of accreditation or removal of program designation.

ARTICLE 2: THE BOARD OF DIRECTORS AGREES TO—

1. Assist the downtown manager in creating an annual work plan that incorporates incremental and meaningful goals related to the Main Street Approach™ to downtown revitalization: Community Transformation Strategies, Organization, Design, Promotion and Economic Vitality.
  - A. The work plan should include specific tasks, assignments or a point of contact for the task, related budget needs, and a timeline.
  - B. The work plan will serve as a strategic plan for the local program for a period of three years or less.
  - C. A copy of the work plan must be on file and updated with DCA.
2. Provide opportunities for regular public engagement and support of the Local Main Street Program.
  - A. DCA recommends a public downtown visioning event/town hall meeting annually.
  - B. The Board should identify opportunities for volunteer support and assistance in executing the work plan.
  - C. The Board should actively engage the community for financial and in-kind support of the local program.
3. Conduct, at least, one board training, orientation or planning retreat per year for the local program.
4. Meet a minimum of 8 times per year and minutes of each meeting are maintained and distributed. Such meetings should be open to the public and public notice should be given related to meeting times and agendas.
5. Attend training when possible to become better informed about the Main Street Approach™ and trends for downtown revitalization and to support the downtown manager.
6. All newly appointed Board Members are required to become Main Street 101 certified within their first year of their first term. A copy of each Board Member's Main Street 101 certification must be uploaded to the Standard 5 file in your program's shared DCA Dropbox folder.
7. Assure the financial solvency and effectiveness of the Local Main Street Program.
  - A. Adopt an annual budget that is adequate to support the annual work plan, maintain an office and support staff, and provide for training and travel.
  - B. Maintain current membership of the Local Main Street Program to the National Main Street Center to be eligible for accreditation.
  - C. Provide for policies to expend funds, enter into debt, and provide programming support for the local Main Street Program.

ARTICLE 3: THE DOWNTOWN MANAGER AGREES TO—

1. Complete all reporting required by DCA to maintain National Accreditation of the local Main Street Program.
  - A. Complete monthly economic and programming activity reports, including portions of said reports that are required as part of the local program assessment process by DCA. These reports must be completed by the 30<sup>th</sup> of the following month. (Example: March report due by April 30<sup>th</sup>). Failure to complete monthly reports in a timely manner may result in program probation, the loss of accreditation or removal of program designation.
  - B. Participate in annual manager's survey provided by DCA.
  - C. Provide documentation of all meetings, work plans, budgets, job descriptions, and mission/vision statements for the organization.
  - D. Provide documentation to support the work of the organization as it relates to the Main Street Approach™, including information related to historic preservation as required by the National Main Street Center.
  - E. Provide, from time to time, documentation related to local ordinances, plans, codes, and policies that are specific to the Community's downtown area.
2. Participate in training to broaden the impact of the local Main Street Program.
  - A. It is recommended that one representative from the local program attend a Regional Managers meeting in 2018.
  - B. The downtown manager and/or board members are expected to attend at least one preservation-related training annually.
  - C. DCA requires managers to attend at least 30 hours of training annually (including webinars, regional managers meetings, annual trainings, statewide workshops, etc.) Eligible training hours can come from both DCA and non-

DCA hosted training events. Training must be relevant to the field of downtown development, historic preservation, planning, community development and economic development.

- D. Respond to requests by DCA in a timely manner.
- 3. Take advantage of the Georgia Classic Main Street network of professional downtown managers.
- 4. All newly hired managers must complete Main Street 101 training with DCA within the first 6 months of employment in the local community.
- 5. Provide regular updates between the local Main Street Program and the Community.
  - A. Managers are encouraged to provide at least quarterly reports to the local government.
  - B. Managers are encouraged to provide copies of all minutes, budgets, and work plans to the local government in a timely manner.
- 6. Maintain and preserve project files. Document downtown projects and other major local program information in a thorough and systematic fashion. All relevant programmatic documentation should be uploaded and stored in the DCA shared Dropbox folder created for your local program. This is to help ensure a seamless transfer of project files to city representatives or successor manager in the event of personnel changes.

**ARTICLE 4: DCA AGREES TO—**

- 1. Supervise all communications between the Community, state government agencies and the National Main Street Center as it relates to the local Main Street Program.
- 2. Conduct a curriculum of training on an annual basis to assist the downtown manager, the Main Street Board, and the Community with the local downtown revitalization program.
- 3. Assist local Main Street Programs with organizational issues that may prevent the successful progress of the Community's downtown revitalization strategy.
  - A. DCA may assist communities in selecting candidates for the position of downtown manager as requested.
  - B. DCA may require a local Main Street Program to host an on-site assessment visit if the program has had a major leadership or organization change, is currently in a probationary status, or is in jeopardy of losing accreditation or designation status.
- 4. Provide timely assistance and guidance to the Community as a result of requests for service, monthly reports, or the annual assessment process.
  - A. DCA may contact a community upon observation of monthly reporting abnormalities, missing data or missing reports. If a community becomes delinquent in multiple reports, DCA may contact the local board chair or city administrator about the delinquency.
  - B. DCA may assist in training local staff or volunteers in the reporting process.
  - C. DCA will provide unlimited telephone consultations with local programs.
  - D. DCA will attempt to provide on-site assistance as feasible.
- 5. Provide ongoing press coverage of the Georgia Classic Main Streets Program, including social media outreach, to recognize and publicize the work of local programs.
- 6. Provide access to resource materials, sample codes and ordinances, organizational documents, and templates for local programs.
- 7. Conduct an annual program assessment for the Community highlighting success and opportunities for improvement.
- 8. Provide design services to the local program. Services may include phone consultations, site visits, design training, services for local property owners and merchants, conceptual drawings, property plans and layouts, corridor plans and strategies, historic preservation plans, and historic research, among other services as requested.
- 9. Provide economic development assistance to encourage small business development, real estate development and property rehabilitation within the downtown area.

**ARTICLE 5: ALL PARTIES AGREE THAT—**

- 1. This agreement shall be valid through June 30, 2019.
- 2. This agreement may be terminated by DCA or the Community by written notice of 60 days. Termination of this agreement by the Community will result in the loss of local Main Street designation. Communities that choose to terminate their Georgia Classic Main Streets Program affiliation will be required to formally apply for and participate in the Start-Up process if they desire to regain their National Accreditation in the future.
- 3. If the Community, Board of Directors and/or Downtown Manager fail to fulfill their obligations set forth in this agreement, DCA reserves the right to determine a course of action for the local Main Street Program as it deems appropriate. Such course may include probation, loss of accreditation or termination of designation.

4. If at any point during the 2018/19 calendar year there is a change in the local program manager, the local program is required to submit a new MOU including the new manager's signature certifying that person's understanding of the requirements of this relationship.
5. Any change in the terms of this agreement must be made in writing and approved by both parties.

####

## GEORGIA CLASSIC MAIN STREET PROGRAM

## MEMORANDUM OF UNDERSTANDING: 2018-19 Program Year

THIS AGREEMENT IS HEREBY EXECUTED BY AND BETWEEN THE PARTIES BELOW:

LOCAL GOVERNMENT (COMMUNITY): \_\_\_\_\_

\_\_\_\_\_  
Mayor/Chief Elected Official's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date Term Expires

## MAIN STREET BOARD OF DIRECTORS

\_\_\_\_\_  
President/Board Chairperson's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date Term Expires

## DOWNTOWN MANAGER

\_\_\_\_\_  
Manager's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date Hired

Please check here if this position is vacant.

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
OFFICE OF DOWNTOWN DEVELOPMENT  
GEORGIA MAIN STREET PROGRAM

*Jessica Reynolds*

\_\_\_\_\_  
Director's Signature

\_\_\_\_\_  
April 3, 2018

\_\_\_\_\_  
Date

Jessica Reynolds  
Director, Office of Downtown Development  
Georgia Department of Community Affairs  
60 Executive Park South, NE  
Atlanta, Georgia 30329

Phone: 404-679-4859  
Email: Jessica.reynolds@dca.ga.gov

## TRADEMARK SUBLICENSE AGREEMENT

This Trademark Sub-license Agreement ("Sub-license Agreement") is entered into between the Office of Downtown Development ("Coordinating Program") and [REDACTED] ("Sublicensee"), effective as of the last date written below. For good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

### 1. Background.

A. The National Main Street Center, Inc. ("NMSC") operates a membership program called MAIN STREET AMERICA™. As a part of that program, MAIN STREET AMERICA™ Coordinating Program Membership is available to statewide, regional or citywide organizations that oversee multiple local downtown and neighborhood programs within their service area and work to preserve and revitalize commercial districts. Local Program membership in the MAIN STREET AMERICA™ program is available at the Affiliate or Accredited levels to individual programs or organizations that satisfy the membership eligibility criteria described on the NMSC website (currently located at: <http://www.preservationnation.org/main-street/about-main-street/main-street-america/main-street-america-tier.html#.VmYLY7grLIU>).

B. Organization is a Coordinating Program member of NMSC in good standing and has entered into a Trademark License Agreement with the NMSC which grants to the State Program the right to sublicense to its Local Programs the use of the NMSC name and trademarks described below.

C. Sublicensee is a Local Program Member in good standing of the MAIN STREET AMERICA™ program at the Accredited level. Sublicensee is also located within the Coordinating Program's geographic service area. Therefore, Sublicensee has the opportunity to enter into this Trademark License Agreement, which grants certain rights to use the NMSC's name and trademarks, including MAIN STREET AMERICA™ and MAIN STREET®, as described below.

D. The NMSC's parent entity, the National Trust for Historic Preservation ("National Trust"), owns the following registered trademarks, which it has delegated to the NMSC the right to sublicense. NMSC and Coordinating Program have entered into a Trademark Licensing Agreement which grants the Coordinating Program the right to sublicense the following registered trademarks:

Mark	U.S. Registration Number
MAIN STREET	Reg. Nos. 3,365,568 and 2,057,207
NATIONAL MAIN STREET CENTER	Reg. No. 2,013,837

These registered trademarks owned by the National Trust, together with the MAIN STREET AMERICA™ word marks and logos referred to in Section 2.A.1 below, the NATIONAL MAIN STREET CENTER logo referred to in Section 2.A.ii below are referred to herein as the "Trademarks."

E. The Trademarks are well known and recognized by the general public and associated in the public mind with the NMSC and the National Trust. The Coordinating Program and the Sublicensee recognize the mutual benefits that accrue from the Sublicensee's use of the Trademarks in accordance with the terms and conditions of this Sublicense Agreement, including the recognition and credibility brought to the Sublicensee through its use of these Trademarks and the

## **National Main Street Center Local Program Accredited Member Sublicensing Agreement**

benefit to the Coordinating Program and NMSC from association with high-performing Local Programs.

### **2. Grant of Sub-License.**

A. Subject to the terms and conditions of this Sublicense Agreement, the Coordinating Program hereby grants the Sublicensee the non-exclusive right and license to use the Trademarks to identify and promote its participation in the MAIN STREET AMERICA™ program, as well as its relationship and association with the Coordinating Program and NMSC, in connection with the following activities:

- i. **MAIN STREET AMERICA™ word and logo marks.** The Sublicensee's rights to use the MAIN STREET AMERICA™ word mark and the following MAIN STREET AMERICA logo are limited to Sublicensees which are members in good standing at the Accredited membership level of the MAIN STREET AMERICA™ program:

For use by Local Programs who are Designated Members at the Accredited Level:



- ii. **NATIONAL MAIN STREET CENTER® word and logo marks.** The Sublicensee's right to use the NATIONAL MAIN STREET CENTER word mark and the following NATIONAL MAIN STREET CENTER logo solely and exclusively to indicate its association with the National Main Street Center:



- iii. **MAIN STREET® word mark.** The Sublicensee's right to use the MAIN STREET trademark is limited to use made to identify Sublicensee and/or its activities, including as part of the name of the Licensee (e.g. "Main Street Iowa"), in connection with commercial district revitalization and related consultation, education, and training.

### **3. Scope of and Limitations on Use.** Use of the Trademarks by the Sublicensee will be subject to the following limitations:

A. Sublicensee must display the Accredited level MAIN STREET AMERICA membership mark on their website. All uses of the MAIN STREET AMERICA word mark and logo by Sublicensee must follow the specific mark, color, and character usage set forth in the Brand Identity Guidelines attached as Exhibit A, which are incorporated by reference as if fully set forth herein. Sublicensee will not use or develop any different logos or designs (including any symbols or

**National Main Street Center  
Local Program Accredited Member Sublicensing Agreement**

stylized presentations), in connection with the MAIN STREET AMERICA mark or logo. Use of the MAIN STREET AMERICA word mark and logos by Sublicensee is a mandatory condition of membership in the MAIN STREET AMERICA program.

B. The MAIN STREET mark, as part of the name and identity of Sublicensee's organization, programs, and activities, can be used on materials designed to promote the work of Sublicensee (e.g., website, brochures, newsletter, letterhead or other printed promotional materials). The right to use the MAIN STREET mark by the Sublicensee is an optional benefit of membership in the MAIN STREET AMERICA program.

C. All uses of the NATIONAL MAIN STREET CENTER logo by Sublicensee must follow the specific mark, color, and character usage set forth in the Brand Identity Guidelines attached as Exhibit A, which are incorporated by reference as if fully set forth herein. Sublicensee will not use or develop any different logos or designs (including any symbols or stylized presentations) in connection with the NATIONAL MAIN STREET CENTER mark. Use of the NATIONAL MAIN STREET CENTER logo by Sublicensee is an optional benefit of membership in the MAIN STREET AMERICA program.

D. This Sublicense Agreement is subject to the terms, conditions, and limitations of the Trademark License Agreement between NMSC and the Coordinating Program.

E. Sublicensee will not apply to register any of the Trademarks, or any other trademark that incorporates any part of the Trademarks or "National Trust for Historic Preservation." Sublicensee will not state or imply that it owns any such trademarks.

F. The Sublicensee will not use the Trademarks in combination with or in juxtaposition with other trademarks except as may be approved in writing by the NMSC. The Sublicensee will apply and display the <sup>®</sup> symbol and the <sup>™</sup> symbol next to or with respect to the Trademarks as directed by the Coordinating Program.

G. Other than as specifically provided herein, Sublicensee is not granted any other rights to use, license or sublicense the Trademarks.

**4. Term.** This Sublicense Agreement will become effective immediately upon the date of last signature below, and, unless terminated early under Sections 5 or 10, will be effective through December 31, 2018, at which time it may be renewed by mutual written agreement of the parties hereto.

**5. Conditions.** This Sublicense Agreement between State Program and Sublicensee is conditioned upon Sublicensee having an active MAIN STREET AMERICA membership at the Accredited level with NMSC. The requirements of this membership are currently available at: <http://www.preservationnation.org/main-street/about-main-street/main-street-america/main-street-america-tier.html#.VmYLY7grLIU>, and are incorporated herein by reference.

**6. Acknowledgment of Ownership.** Use of the Trademarks indicates acknowledgment by the Sublicensee of the NMSC's and the National Trust's rights and title to the Trademarks, (i.e. MAIN STREET AMERICA, NATIONAL MAIN STREET CENTER, and MAIN STREET), and that Sublicensee will not at any time do, or permit to be done, any act or thing that will in any way impair the rights of the NMSC or the National Trust. All use of the Trademarks by the Sublicensee will inure to the benefit of the NMSC and the National Trust.

**National Main Street Center  
Local Program Accredited Member Sublicensing Agreement**

**7. Good will and promotional value.** Sublicensee recognizes and acknowledges the value of good will associated with the Trademarks and agrees that it will not conduct any activity, provide any service, or produce or distribute goods which in any way damages or reflects adversely upon the NMSC or the National Trust.

**8. Non-assignment.** This Sublicense Agreement is personal to the Sublicensee, and may not be assigned to any other individual, program, organization, or agency. Any attempted assignment will be null and void.

**9. Compliance Verification.** It is the responsibility of the Sublicensee to verify compliance with the terms of this Sublicense Agreement, and to provide complete and accurate usage reports to the State Program. If the State Program or the NMSC has reason to believe that the Sublicensee is in violation of this Sublicense Agreement, the State Program or NMSC shall have the right to make inquiries with Sublicensee as necessary to determine compliance. In such case, the Sublicensee will cooperate with the State Program and/or NMSC in its investigation and provide in a timely fashion any and all information that is requested.

**10. Termination.**

A. Coordinating Program may terminate this Sublicense Agreement if the Sublicensee violates any of the provisions of this Sublicense Agreement or fails to satisfy the membership criteria established by the NMSC for Accredited Local Programs. Such termination will be effective thirty (30) days after the Coordinating Program sends written notice of such termination to Sublicensee. During this thirty (30) day period, Sublicensee may attempt to cure such violation. If the violation is not cured during this period, the termination will be effective upon the expiration of the thirty (30) day period.

B. This Sublicense Agreement will automatically terminate immediately without any notice required, notwithstanding the above paragraph, if the Coordinating Program or NMSC determines: (i) that sublicensee's actions could negatively affect the goodwill, image, or reputation of the NMSC, the National Trust for Historic Preservation, the Coordinating Program, or any of the Trademarks; (ii) the Sublicensee discontinues all or a significant portion of its business; (iii) the National Trust terminates, revokes, or fails to renew the NMSC's rights to use, license, or sublicense the Trademarks; or (iv) the NMSC terminates, revokes or fails to renew the Coordinating Program's rights to use, license or sublicense the Trademarks.

C. Upon the expiration or early termination of this Agreement, the Sublicensee will discontinue use of the Trademarks and will destroy and delete tangible and electronic documents and files containing any such marks, except for a limited number of copies retained for archival purposes only.

**11. Governing Law.** This Agreement is entered into in the District of Columbia and will be governed by and construed in accordance with the laws of the District of Columbia, USA, without giving effect to conflict of laws provisions.

**12. Annual Report, Notices, Other Communication.** Upon request by the Coordinating Program or NMSC, Sublicensee shall submit samples of any materials on which the Trademarks licensed under this agreement were used during the year. Such samples shall be submitted within ten business days of receipt of a written request from the Coordinating Program or NMSC.

**National Main Street Center  
Local Program Accredited Member Sublicensing Agreement**

**13. Notices.** Any notices which either party is required or may desire to serve upon the other party shall be in writing and may be served either personally or by depositing the same in the mail (first class postage prepaid, certified and return receipt requested) or with a reputable overnight express delivery service (with confirmed delivery, charge prepaid or billed to shipper), addressed to the party to be served as follows, unless a different address is designated in writing by the party to be served. Notice shall also be required to be given by electronic mail on the same date as deposited in the mail. Notice given by mail alone shall not be sufficient.

**To Coordinating Program:**

Name: The Office of Downtown Development  
Address: Georgia Department of Community Affairs,  
 c/o Office of Downtown Development  
 60 Executive Park South, NE  
 Atlanta, GA 30329  
Phone: 404-679-4859  
Email: jessica.reynolds@dca.ga.gov

**To Sublicensee:**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

**14. Successors.** This Agreement shall be binding upon, and will inure to the benefit of, the parties and their respective permitted successors and assigns.

**15. Modification.** No amendment or modification of the terms or conditions of this License Agreement will be valid unless in writing and signed by both parties.

**16. Waiver.** The failure of either party to partially or fully exercise any right or the waiver by either party of any breach, shall not prevent a subsequent exercise of such right or be deemed a waiver of any subsequent breach of the same or any other term of this Sublicense Agreement. No waiver shall be valid or binding unless in writing and signed by the waiving party.

**17. Severability.** If any provision of this Sublicense Agreement or the application of any provision hereof to any person or circumstances is held to be void, invalid, or inoperative, the remaining provisions of this Agreement shall not be affected and shall continue in effect and the invalid provision shall be deemed modified to the least degree necessary to remedy such invalidity.

**18. Entire Agreement.** This Sublicense Agreement is the entire agreement between the parties with respect to the matters referred to herein and it supersedes and replaces all prior and contemporaneous oral and written understandings pertaining to the subject matter hereof.

**Coordinating Program**

By: Jessica Reynolds, Director, Office of  
Downtown Development  
Name, Title

**Sublicensee**

By: \_\_\_\_\_  
Name, Title  
Date: \_\_\_\_\_



# CITY OF JONESBORO, GEORGIA COUNCIL

## Agenda Item Summary

## Agenda Item #

- 3

4.3

## COUNCIL MEETING DATE

April 12, 2018

Requesting Agency (Initiator) Office of the City Manager	Sponsor(s)
<b>Requested Action</b> (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.) Discussion regarding façade grant applications: a) Robert McCullough – 137 W. Mill Street (\$1153.50) b) Charmayne Bradberry – 1423 Stockbridge Road, Suite 6 & 7 (\$547.50)	
<b>Requirement for Board Action</b> (Cite specific Council policy, statute or code requirement)	
<b>Is this Item Goal Related?</b> (If yes, describe how this action meets the specific Board Focus Area or Goal) Yes <b>Economic Development</b>	
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 2018 Budget, the Downtown Development Authority has appropriated \$20,000 for the façade grant program. The purpose of this program is to stimulate downtown revitalization and development, and tourism in Jonesboro. Program funds are an incentive for current owners and Potential buyers of vacant and occupied buildings to restore, renovate, and repair the exteriors of their buildings. The City of Jonesboro Downtown Development Authority (DDA) Façade Match will provide a 50/50 investment match ratio up to a maximum of \$1,500 per property, as a reimbursement once pre-approved project(s) are completed and inspected. All projects must be completed within six months of the date of the DDA approval letter
<b>Façade Grant Requests:</b>	
<b>1. Robert McCullough – 137 W. Mill Street (\$1,153.50)</b>	This façade request is to install and repair 4 exterior doors on his place of business as aforementioned. In correlation with our revitalization/beautification efforts in the Downtown District, Dr. McCullough's doors are extremely worn and in need of repair. In addition, Dr. McCullough is seeking to paint the doors red to offer an additional creative flare to the District. The proposed budget for the enhancement is \$2,307.00 based upon the quote submitted by the applicant. As this request is within the jurisdiction of the Historic Preservation Commission, a certificate of appropriateness will be required. After reviewing the application and considering how the project fits within the overall goals of the District, staff recommends a 50% match. As per the requirement to receive façade grant funds, Mr. McCullough is an active Main Street member and is paid up with 2018 dues. <b>50% Match - \$576.75</b>
<b>2. Charmayne Bradberry – 1423 Stockbridge Road, Suite 6 &amp; 7 (\$1095.00)</b>	This face request is to install new signage at Betty Nicoles Bistro located at 1423 Stockbridge Road, Suite 6&7. In correlation with our efforts to revitalize certain corridors within certain districts in the City limits of Jonesboro, this request seeks to update dilapidated signage. In addition, this request seeks remove all vinyl and cleanup the facade of the building. After reviewing the application and considering how the project fits within the overall goals of the District, staff recommends approval of the 50% match. As per the requirement to receive façade grant funds, Mrs. Bradberry is an active Main Street Member and is paid up with 2018 dues. <b>50% Match - \$547.50</b>

## **FOLLOW-UP APPROVAL ACTION (City Clerk)**

Typed Name and Title Ricky L. Clark, City Manager	Date April, 12, 2018	
Signature	City Clerk's Office	

Upon the guidelines of the program, grant payments are made on a reimbursement basis once the project is completed and invoices have been submitted for review.

**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.)

- Facade Grant Application - Robert McCullough - 137 W Mill Street 031318
- Facade Grant Application - Charmayne Bradberry 1423 Stockbridge Rd 030818

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



# DOWNTOWN FAÇADE GRANT PROGRAM

## PURPOSE & DESCRIPTION

The purpose of this program is to stimulate downtown revitalization and development, and tourism in Jonesboro. Program funds are an incentive for current owners and Potential buyers of vacant and occupied buildings to restore, renovate, and repair the exteriors of their buildings.

The City of Jonesboro Downtown Development Authority (DDA) Façade Match will provide a 50/50 investment match ratio up to a maximum of \$1,500 per property, as reimbursement once pre-approved project(s) are completed and inspected. All projects must be complete within six months of the date of the DDA approval letter.

## ELIGIBILITY

The program will be open to all private businesses within the DDA boundaries. All applicants must be a member of the Jonesboro Main Street Membership Program. Once available funds are pledged, no more applications will be accepted. The City of Jonesboro DDA will review the program each year to determine if sufficient funding is available to continue accepting grant applications.

## EXAMPLES OF PROJECTS

- Building façade improvements: paint, brick, wood awnings/canopies, lighting, doors, windows, and other repairs.
- Other restorations/renovations, which meet HPC approval and the goals of revitalization, will be considered.

## APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA Board will review each application for final approval. The full process includes:

- The completed application
- Proof of certificate of appropriateness from historic preservation commission
- Code enforcement work permits (if applicable)
- On site restoration work
- Review/audit of finished work
- Provide copies of paid receipts to DDA within 30 days of completion
- Reimbursement of 50% for project expenses up to a maximum of \$1,500

## APPLICATION FOR FAÇADE GRANT

NAME: Robert W. McCullough

BUSINESS NAME: Dr. Robert W. McCullough

BUSINESS ADDRESS: 137 W. Mill St. Jonesboro, GA 30236

ADDRESS OF PROJECT: 137 W. Mill St. Jonesboro, GA 30236

TELEPHONE NUMBERS: 770 471 5037

EMAIL: OPTOB0B@AOL.COM

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$ 2307.00

GRANT MONEY APPLYING FOR: \$ 1153.50

ESTIMATED START DATE: May 1st 2018

ESTIMATED COMPLETION DATE: May 1st 2018

I understand that the incentive match must be used for the project described in this application and that the project must be fully completed before the payment will be considered.

SIGNATURE: Robert W. McCullough

DATE: 3-13-18

## CHECKLIST

- Application is complete
- Project Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if leasing)
- Architectural sketch of proposed (if necessary)

- Photograph of building with existing conditions
- Paint and awning samples (if applicable)
- City permits applied for (if applicable)
- Historic Preservation Commission approval

TOTAL MAINTENANCE GROUP  
INC  
608 FAYETTEVILLE ROAD  
JONESBORO, GA 30236  
(678)682-5332  
totalmaintenance\_group@yahoo.com

Estimate 1266



ADDRESS

Dr. McCullough  
137 W. Mill St.  
Jonesboro, Ga 30236

DATE	TOTAL
03/12/2018	\$2,157.00

ACTIVITY	QTY	RATE	AMOUNT
<b>Installation</b>	1	2,157.00	2,157.00
Install 3 exterior doors.(\$250 each)			
Price of door.(\$239 each)			
Paint door.(\$150 each)			
Locks dead boats.(\$45)			
Paint.(\$35)			

Upon signature you are agreeing to our services and are responsible for full payment upon completion.

TOTAL \$2,157.00

Thanks for choosing Total Maintenance Group!

THANK YOU

Accepted By

Accepted Date

4 <sup>1/2</sup> door + 150  
-----  
2307

## Ricky , L. Clark, Jr.

**From:** optobob@aol.com  
**Sent:** Monday, April 02, 2018 2:37 PM  
**To:** Ricky , L. Clark, Jr.  
**Subject:** Re: Façade Grant  
**Attachments:** reddoor.jpg; backdoor.jpg; frontdoors.jpg; Estimate\_1266  
 \_from\_TOTAL\_MAINTENANCE\_GROUP\_INC.pdf

1. project description: replace current doors with red doors.
2. photo of design work. attached.
3. photos of existing doors. attached.
4. Quote. attached

Bob McCullough

-----Original Message-----

**From:** Ricky , L. Clark, Jr. <rclark@jonesboroga.com>  
**To:** optobob <optobob@aol.com>  
**Sent:** Wed, Mar 14, 2018 2:32 pm  
**Subject:** Façade Grant

Dr. McCullough:

I am in receipt of your Downtown Façade Grant application. In order for me to proceed in processing, I will need the following items:

1. Project Description
2. Photos of proposed design work
3. Photograph of building with existing conditions
4. Revised quote to include additional 4<sup>th</sup> door.

Thank you for being a Main Street member and we look forward to working with you.



Ricky L. Clark, Jr. | City Manager | City of Jonesboro, GA  
 Executive Director - Jonesboro DDA & Jonesboro Main Street  
 tel: [770-478-3800](tel:770-478-3800) | cell: [404-998-7060](tel:404-998-7060) | [rclark@jonesboroga.com](mailto:rclark@jonesboroga.com) |  
 124 North Avenue | Jonesboro, Georgia 30236 |  
[www.jonesboroga.com](http://www.jonesboroga.com)

[Like Us On Facebook](#)

[Like Us on Twitter](#)

**TOTAL MAINTENANCE GROUP  
INC**  
608 FAYETTEVILLE ROAD  
JONESBORO, GA 30236  
(678)682-5332  
totalmaintenance\_group@yahoo.com

## Estimate 1266


**ADDRESS**

Dr. McCullough  
137 W. Mill St.  
Jonesboro, Ga 30236

**DATE**  
03/12/2018

**TOTAL**  
\$2,307.00

**ACTIVITY**
**Installation**

Install 3 exterior doors.(\$250 each)  
Price of doors.(\$239 each)  
Paint 4 doors.(\$150 each)  
Locks dead bolts.(\$45)  
Paint.(\$35)

Upon signature you are agreeing to our services and are  
responsible for full payment upon completion.

**QTY**      **RATE**      **AMOUNT**

1 2,307.00 2,307.00

**TOTAL**

**\$2,307.00**

Thanks for choosing Total Maintenance Group!

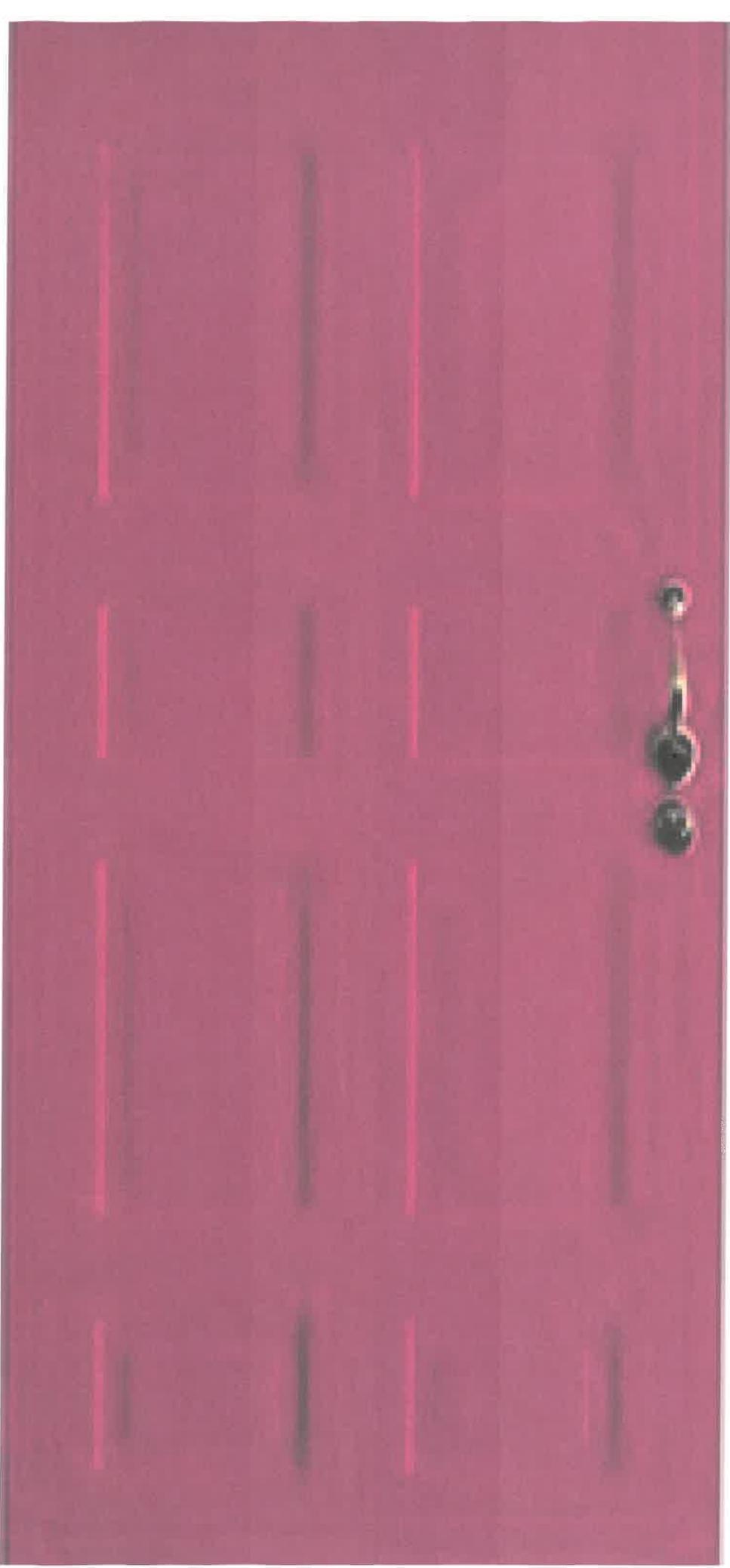
**THANK YOU.**

Accepted By

Accepted Date









# DOWNTOWN FACADE GRANT PROGRAM

## PURPOSE & DESCRIPTION

The purpose of this program is to stimulate downtown revitalization and development, and tourism in Jonesboro. Program funds are an incentive for current owners and Potential buyers of vacant and occupied buildings to restore, renovate, and repair the exteriors of their buildings.

## ELIGIBILITY

The program will be open to all private businesses within the DDA boundaries. All applicants must be a member of the Jonesboro Main Street Membership Program. Once available funds are pledged, no more applications will be accepted. The City of Jonesboro DDA will review the program each year to determine if sufficient funding is available to continue accepting grant applications.

## EXAMPLES OF PROJECTS

- Building façade improvements: paint, brick, wood awnings/canopies, lighting, doors, windows, and other repairs.
- Other restorations/renovations, which meet HPC approval and the goals of revitalization, will be considered.

## APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA Board will review each application for final approval. The full process includes:

- The completed application
- Proof of certificate of appropriateness from historic preservation commission
- Code enforcement work permits (if applicable)
- On site restoration work
- Review/audit of finished work
- Provide copies of paid receipts to DDA within 30 days of completion
- Reimbursement of 50% for project expenses up to a maximum of \$1,500

## APPLICATION FOR FACADE GRANT

NAME: Charmane Bradberry

BUSINESS NAME: Bethy Nicole's B&B, LLC

BUSINESS ADDRESS: 1423 Stockbridge Rd, Suite 604

ADDRESS OF PROJECT: 1423 Stockbridge Rd Jonesboro GA 30230

TELEPHONE NUMBERS: 678-580-5888

EMAIL: bety.nicole1423@gmail.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$1,045.00

GRANT MONEY APPLYING FOR: 1347

ESTIMATED START DATE: 3-8-18

ESTIMATED COMPLETION DATE: 3-10-18  
I understand that the incentive match must be used for the project described in this application and that the project must

be fully completed before the payment will be  
SIGNATURE: Chalmers Bradberry

DATE: 3-8-18

## CHECKLIST

- Application is complete
- Project Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if leasing)
- Architectural sketch of proposed (if necessary)

- Photograph of building with existing conditions
- Paint and awning samples (if applicable)...
- City permits applied for (if applicable)
- Historic Preservation Commission approval



## SIGNS • GRAPHICS • DIGITAL PRINTING

7188 Southlake Parkway  
Morrow, GA 30260  
Ph 678-422-3000 Fx 678-422-3100

## Estimate

Date	Estimate #
2/9/2018	2470

Name / Address

P.O. No.	Terms

**Signature**







# Jonesboro Main Street Ambassador Program

  
Main Street  
Ambassador

## PURPOSE & DESCRIPTION

It is the mission of the Jonesboro Main Street Ambassador Program to assist new and existing businesses with all of the necessary tools and resources to ensure their success. Main Street Jonesboro understands that retention of a successful revitalization program involves strategic partnerships.

Main Street Ambassadors are adult volunteers from the business community that donate their time to assist in various events. Their involvement enhances our program immensely. Ambassadors can serve a term of two years, beginning in January. The term can be extended as agreed upon by the Program.

## ELIGIBILITY

The program will be open to all businesses and citizens within the DDA boundaries. All applicants must be a member of the Jonesboro Main Street Membership Program. The City of Jonesboro DDA will review the program each year to determine if sufficient funding is available to continue accepting grant applications.

## EXAMPLES OF ACTIVITIES

- Serving as official "Welcome Wagon" to members of the Main Street Program as well as all City businesses.
- Raising awareness of City activities and Main Street benefits
- Volunteering at City Events
- Serving as liaison between City Staff and businesses

## APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA Board will review each application for final approval. The full process includes

- The completed application
- Proof of Identification
- Resume
- Proof of Main Street Membership

## ABOUT MAIN STREET

Main Street Jonesboro operates as a public entity. Donations have a direct impact on the community, where contributions are not used to pay staff salary, or for office and facility. Contributions are tax deductible.

I  
LOVE  
MAIN  
STREET

## MAIN STREET AMBASSADOR APPLICATION

NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

TELEPHONE NUMBERS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SERVICE ORGANIZATIONS: \_\_\_\_\_

MAIN STREET MEMBER SINCE: \_\_\_\_\_

HOW DID YOU HEAR ABOUT THE PROGRAM: \_\_\_\_\_

ANY ADDITIONAL INFORMATION: \_\_\_\_\_

I understand that all information must be accurate and correct. Any misleading information may serve as a reason for denial of the application. Thanks - Management

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Main Street Jonesboro  
124 North Avenue  
Jonesboro, GA 30236  
(770) 478-3800  
rclark@jonesboroga.com  
www.jonesboroga.com

- Application is complete
- Identification is attached
- Membership proof
- Application is legible

## CHECKLIST

- Staff Approval (internal)
- Board Approval (internal)
- Notification (internal)



# CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary

Agenda Item #

4.5

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COUNCIL MEETING DATE

April 12, 2018

Requesting Agency (Initiator) Office of the City Manager	Sponsor(s)
<p><b>Requested Action</b> <i>(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)</i> Discussion regarding an Intergovernmental Agreement by and between the City of Jonesboro and the Downtown Development Authority for the purpose of developing the Firehouse Museum.</p>	
<p><b>Requirement for Board Action</b> <i>(Cite specific Council policy, statute or code requirement)</i></p>	
<p><b>Is this Item Goal Related?</b> <i>(If yes, describe how this action meets the specific Board Focus Area or Goal)</i></p>	
Summary & Background	<i>(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)</i>
<p>Pursuant to Article IX, Section VI, Paragraph III of the Constitution of the State of Georgia, the DDA is authorized to further activities to promote public purposes to develop trade, commerce, industry, and employment opportunities within the City of Jonesboro. The DDA is authorized pursuant to O.C.G.A. §36-42-8(a) (8) to make application directly or indirectly to any municipal government or agency or to any other source, whether public or private, for loans, grants, guarantees, or other financial assistance in furtherance of the DDA's public purposes and to accept and use the same upon such terms and conditions as are prescribed by such municipal government or agency or other source.</p> <p>In order to effectuate the agreement and obligation of the Jonesboro Downtown Development Authority to assist in the revitalization efforts of the Firehouse Museum, this IGA is necessary. This IGA speaks to the following points:</p> <ul style="list-style-type: none"><li>• The City shall retain all title and interest in the Property until such time as this Agreement is modified to provide for the sale, lease or transfer of the all or some portion of the Property to the DDA or a third party pursuant to the Master Plan</li><li>• The DDA shall use best practices to manage the revitalization and redevelopment of the Property, to enhance the downtown district of the City, to promote public purposes, and to develop trade, commerce, industry and employment opportunities in the City</li><li>• The DDA shall review and approve for submission to the City, for the City's review and approval, any and all development plans for the Property.</li><li>• Both the City and the DDA agree to consider the use of such tools as are available to them to assist in funding public infrastructure or public improvement necessary for the development of the area or any funding gaps required for the development pursuant to the Master Plan, as they may determine, to enhance the downtown district of the City, and/or promote public purposes, and/or develop trade, commerce, industry and employment opportunities in the City.</li></ul>	
Fiscal Impact	<i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i>

## FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title Ricky L. Clark, City Manager	Date April, 12, 2018	
Signature	City Clerk's Office	

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

- Intergovernmental Agreement(draft4)\_FD Clean (003)

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

**Approval**

**INTERGOVERNMENTAL AGREEMENT**  
**FOR THE SALE, FINANCING AND REDEVELOPMENT**  
**OF CERTAIN CITY OWNED PROPERTIES**

This Intergovernmental Agreement (the “Agreement” or the “Conveyance IGA”) is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2018 by and between the City of Jonesboro, a political subdivision of the State of Georgia, (hereinafter referred to as “City”) and the Downtown Development Authority of Jonesboro, Georgia (hereinafter referred to as “DDA”).

**W I T N E S S E T H:**

WHEREAS, the City is a political subdivision of the State of Georgia and the DDA is a public body corporate and politic created pursuant to the provisions of O.C.G.A. § 36-42-1, et seq.; and

WHEREAS, pursuant to Article IX, Section III, Paragraph I of the Constitution of the State of Georgia, the City and DDA are authorized to enter into intergovernmental agreements for periods not exceeding fifty (50) years in connection with the activities which these entities are authorized to undertake;

WHEREAS, pursuant to Article IX, Section VI, Paragraph III of the Constitution of the State of Georgia, the DDA is authorized to further activities to promote public purposes to develop trade, commerce, industry, and employment opportunities within the City of Jonesboro;

WHEREAS, the DDA is authorized pursuant to O.C.G.A., §36-42-8(a) (8) to make application directly or indirectly to any municipal government or agency or to any other source, whether public or private, for loans, grants, guarantees, or other financial assistance in furtherance of

the DDA's public purposes and to accept and use the same upon such terms and conditions as are prescribed by such municipal government or agency or other source;

WHEREAS, the City owns and controls the real property and improvements thereon located at 103 West Mill Street, Jonesboro, Georgia 30236, Jonesboro, Tax Parcel 13241D B005, which is described in Exhibit A which is attached hereto and incorporated herein by reference (the "Property"); and,

WHEREAS, the Property is currently underutilized and has the potential to become a vital destination for the City, fostering a sense of place and community; and

WHEREAS, the City desires that the Property be developed consistent with the Broad Street Master Plan (the "Master Plan") for the redevelopment of the area in a manner that will spur additional development opportunities and create jobs in the City; and,

WHEREAS, the City has undertaken certain steps to identify potential qualified tenants with respect to the Property; and,

WHEREAS, the City wishes to enter into an intergovernmental agreement with the DDA to provide for the development of a strategy for the redevelopment and revitalization of the Property, so as to enhance the downtown district of the City, to promote public purposes, and to develop trade, commerce, industry and employment opportunities in the City; and,

WHEREAS, the DDA agrees to manage and develop a strategy for the revitalization and redevelopment of the Property, subject to the approval of both the DDA and the City; and

NOW THEREFORE, in consideration of the mutual promises, covenants and undertaking set forth herein, and detailed in the aforesaid recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, the City and the DDA do

agree as follows:

1.

The City shall retain all title and interest in the Property until such time as this Agreement is modified to provide for the sale, lease or transfer of the all or some portion of the Property to the DDA or a third party pursuant to the Master Plan.

2.

The DDA shall use best practices to manage the revitalization and redevelopment of the Property, to enhance the downtown district of the City, to promote public purposes, and to develop trade, commerce, industry and employment opportunities in the City.

3.

The DDA shall review and approve for submission to the City, for the City's review and approval, any and all development plans for the Property.

4.

Both the City and the DDA agree to consider the use of such tools as are available to them to assist in funding public infrastructure or public improvement necessary for the development of the area or any funding gaps required for the development pursuant to the Master Plan, as they may determine, to enhance the downtown district of the City, and/or promote public purposes, and/or develop trade, commerce, industry and employment opportunities in the City.

6.

The DDA is hereby expressly authorized to enter into certain Memoranda of Understanding and Development Agreements with a tenant or tenants consistent with this Agreement and subject to

the approval of the City. Any Memorandum of Understanding shall be in substantially the form attached hereto as Exhibit B, with such additions, deletions or other revisions as the Mayor or the City Manager shall approve, after consultation with the City Attorney.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed in counterparts, each to be considered as an original by their authorized representative, on the day and date hereinabove written.

**CITY OF JONESBORO**

By: \_\_\_\_\_

Its: Mayor

**DOWNTOWN DEVELOPMENT AUTHORITY  
OF JONESBORO, GEORGIA**

By: \_\_\_\_\_

Its: Chairman

**EXHIBIT "A"**  
**LEGAL DESCRIPTION**

**EXHIBIT B**

**FORM OF MEMBORANDUM OF UNDERSTANDING**