



DOWNTON DEVELOPMENT AUTHORITY

Board of Directors

Regular Board Meeting

February 10, 2025

10:00 A.M

3921 Church Street, Clarkston, GA 30021

AGENDA

Note: The Board of Directors may go into Closed/Executive Session to deliberate any item on this agenda as authorized by the Georgia Open Meetings Act, Georgia Government Code Chapter O.C.G.A. § 50-14-1.

- I. **Meeting Called to Order**
- II. **Roll Call**
- III. **Approval of the February 10, 2025, Agenda**
- IV. **Approval of Meeting Minutes**
- V. **Public Comments:** Any member of the public may address the Board during the time allotted for public comment. Each attendee will be allowed 3 minutes for comments at the discretion of the Presiding Officer. The public comment period will be limited to 40 minutes, and it is not a time for dialogue. If your public comment contains a series of questions, please submit those to the Planning & Economic Development Director in writing. This will facilitate follow-up by the council or staff. The DDA desires to allow an opportunity for public comment; however, the business of the city must proceed in an orderly, timely manner.
- VI. **Old Business**
 - a. Review of the Downtown Business Owners Survey
 - b. Discussion on consulting services for the DDA.
 - c. Discussion and review of proposed contract from Macauley Investments.
- VII. **Adjournment**



Downtown Development Authority

Regular Board Meeting Minutes

January 13, 2025

10:00 A.M.

3921 Church Street, Clarkston, GA 30021

NOTE: Jacob Bouie of the Planning and Economic Development Department transcribed this summary of the meeting. The summary is an overview of the meeting and not intended to be a verbatim transcription of the meeting.

The meeting was called to order at 10:07 A.M. by Chairperson Johnny Garcia.

The following board members were present: Chairperson Johnny Garcia, Director Adria Marshall, Director Nebuyi Ermyas, and Director John Gange.

Director John G. motioned to approve the agenda of January 13, 2025, second by Director Adria M.

There were no meeting minutes.

The board voted for the Election of Officers.

Chairperson Johnny G. will remain Chairman of the board. The vote passed unanimously.

Director John G. motioned to nominate Director Beverly B. as Vice Chairperson. Motion was second by Director Nebiyu E. The vote passed unanimously.

Chairperson Johnny G. motioned to nominate Director Adria M. as Secretary. Motion was second by Director John G. The vote passed unanimously.

Director Adria M. motioned to nominate Director Nebiyu E. as Treasurer. The motion was seconded by John G. The vote passed unanimously.

The board had a discussion on Special Tax Districts.

The board had a discussion of the proposed DDA Boundary map update.

Stephen Macauley, with Macauley Investments, gave a presentation.

Director John G. motioned to enter an executive session. The motion was seconded by Director Adria M.

Director John G. motioned to close an executive session. The motion was seconded by Director Nebiyu E.

The board reviewed and discussed the proposed 2025 DDA budget including the approved IGA and \$50,000 allocation from the City of Clarkston.

The board reviewed and discussed the Downton Business Survey. Staff will make proposed adjustments to the survey from board.

The board had a discussion on DDA Retreat in relation to 2025 projects.

Director John G. motioned to adjourn the meeting at 11:51A.M. Motion seconded by Director Adria M.

Downtown Clarkston Business Survey

Conducted by the Downtown Development Authority (DDA)



A Letter from the Clarkston Downtown Development Authority

Dear Downtown Clarkston Business Owner,

The **Clarkston Downtown Development Authority (DDA)** is dedicated to enhancing the economic vitality and quality of life in our downtown district. We believe that a thriving downtown is the heart of a successful community, and your business plays a critical role in shaping this vision.

As part of our ongoing commitment to support and strengthen local businesses, we are conducting this survey to gather valuable feedback from business owners like you. The information you provide will help us better understand your needs, identify key challenges, and develop targeted strategies to improve the downtown business environment.

Your insights will directly influence our efforts in several areas, including:

- **Business Support Services:** We want to offer the right resources, programs, and events that truly benefit your business.
- **Downtown Improvements:** Whether it's addressing infrastructure, beautification, or public safety, your feedback will guide our investment in downtown improvements.
- **Marketing & Promotions:** We aim to promote Downtown Clarkston as a vibrant destination for shopping, dining, and entertainment. Your input will help us shape future promotional campaigns and events.
- **New Business Development:** Attracting complementary businesses to fill vacant spaces is a top priority for the DDA. We want to create a well-rounded downtown that benefits everyone.
- **Streamlining the Business Experience:** We understand that opening and operating a business can be challenging. Your feedback on permitting, licensing, and other processes will help us advocate for a more business-friendly environment.

We truly appreciate your time and input. If you would like to discuss your ideas further or get more involved with the DDA, please don't hesitate to reach out to us. Together, we can build a vibrant and prosperous downtown that serves as a hub for our community.

Thank you for being an essential part of Downtown Clarkston's growth and development.

Warmest Regards,

Clarkston Downtown Development Authority

Section 1: Business Profile

1. How long have you operated your business in Downtown Clarkston?

- ☐ Less than 1 year
- ☐ 1–3 years
- ☐ 4–7 years
- ☐ 8+ years

2. What type of business do you operate? (Check all that apply)

- ☐ Retail
- ☐ Restaurant / Café
- ☐ Service (e.g., salon, repair shop)
- ☐ Other (Please specify): _____
- ☐ Office-based business
- ☐ Nonprofit organization
- ☐ Creative / Arts-related

3. How many employees (including yourself) does your business have in Downtown Clarkston?

- ☐ 1–5
- ☐ 6–10
- ☐ 11–20
- ☐ 21+

4. Does your business have any of the following plans in place? (Check all that apply)

- ☐ Marketing plan
- ☐ Operating plan
- ☐ Advertising plan
- ☐ None of the above

Section 2: Business Environment & Support

5. How would you rate the overall business environment in Downtown Clarkston?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ (Please explain your rating):

6. What are the biggest advantages of being a business owner in Downtown Clarkston?

7. What are the biggest disadvantages or challenges of being a business owner in Downtown Clarkston?

8. What specific services, resources, or programs would help strengthen your business?

(Check all that apply)

- ☐ Promotional events
 - ☐ Cooperative advertising
 - ☐ Business-to-business networking opportunities
 - ☐ Help navigating city ordinances and regulations
 - ☐ Façade improvement grants / Signage improvement assistance
 - ☐ Financial assistance (grants, loans)
 - ☐ Other (Please specify):
 - ☐ Increased security and safety measures
 - ☐ Downtown cleanups and beautification efforts
 - ☐ Increased parking availability
 - ☐ Slowing down vehicle traffic / Increasing pedestrian safety
 - ☐ Attracting new clients
 - ☐ Increasing revenue
-
-

9. How can the Clarkston DDA better support your business? *(Check all that apply)*

- ☐ Facilitating access to grants and financial incentives
 - ☐ Providing more marketing and promotion opportunities
 - ☐ Organizing more downtown events to increase foot traffic
 - ☐ Other (Please specify):
 - ☐ Business license process
 - ☐ Supporting initiatives to fill vacant buildings
 - ☐ Increasing collaboration between the city and businesses
-
-

Section 3: Training & Development

10. What types of training or seminars would you be interested in attending? *(Check all that apply)*

- ☐ Social media marketing
- ☐ Business incentives and financing options
- ☐ Grant application assistance
- ☐ Understanding city ordinances and permitting processes
- ☐ Retail best practices
- ☐ Marketing & advertising strategies
- ☐ Employee recruitment and retention strategies
- ☐ Financial literacy (e.g., budgeting, bookkeeping)

- Opening a business in Clarkston
- Other (Please specify): _____

11. What day(s) of the week work best for attending workshops or training sessions? (Check all that apply)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

12. What time of day works best for attending workshops? (Check all that apply)

- Mornings
 - Afternoons
 - Evenings
 - Virtually
-

Section 4: New Business Development

13. What types of new businesses would you like to see in Downtown Clarkston? (Check all that apply)

- Coffee shops
 - Specialty retail stores
 - Restaurants (casual / fine dining)
 - Health food stores
 - Other (Please specify): _____
 - Grocery / Produce markets
 - Entertainment venues (e.g., theaters, live music spaces)
 - Art galleries or creative spaces
 - Co-working spaces
-
-
-

14. Do you know anyone who owns a business elsewhere who may be interested in opening a second location or relocating to Downtown Clarkston?

- Yes (If yes, please provide their contact information): _____
 - No
-

Section 5: Permitting & Process Feedback

15. How would you rate the process of opening your business in Downtown Clarkston (e.g., permits, inspections, approvals)?

- Very simple
- Simple

- ☐ Neutral
- ☐ Complicated
- ☐ Very complicated
- ☐ (Please explain your rating):

16. Do you feel the current permitting process (application, fees) is fair and transparent?

- ☐ Yes
- ☐ No (If no, please explain how it can be improved):

17. What were the top 5 challenges you faced when opening or operating your business in Downtown Clarkston?

1.

2.

3.

4.

5.

Section 6: General Feedback

18. What do you see as the biggest opportunity for Downtown Clarkston in the next 3–5 years?

19. Please provide any additional feedback or suggestions on how the DDA can improve the downtown business environment.

Section 7: Involvement & Contact Information

20. Would you like to be more involved with the Clarkston Downtown Development Authority (DDA)?

- ☐ Yes
- ☐ No

21. Would you like to receive updates on downtown initiatives, events, and grant opportunities?

- ☐ Yes
- ☐ No

(Optional)

Contact Information:

Name: _____

Business Name: _____

Phone: _____

Email: _____

Business Address: _____

City: Clarkston

State: Georgia

Zip Code: 30021

DRAFT

AGREEMENT FOR PROFESSIONAL SERVICES

This Agreement for Professional Services ("Agreement") is made and entered into by and between the **CLARKSTON DOWNTOWN DEVELOPMENT AUTHORITY (DDA)** and **MACAULEY INVESTMENTS, LLC** ("Company") for consultation to the Planning and Economic Development Department to expand the department's "tool box" of resources to spur economic growth, create new opportunities for education, business, jobs and culture, and for the revitalization of downtown in the Town Center.

WHEREAS, DDA desires to promote economic development and enhance the quality of life for all residents; and

WHEREAS, the DDA encourages downtown revitalization; and

WHEREAS, the DDA also desires a variety of housing for all incomes, to attract development that supports walkability and pedestrian safety, and to establish and protect historic neighborhoods.

NOW THEREFORE, the parties hereto agree as follows:

1. Macauley Investments Responsibilities.

- a) Study and propose economic incentives from the State & Federal governments.
- b) Understand the Planning and Economic Development Department and the DDA "toolbox."
- c) Understand the Planning and Economic Development Department and the DDA boundaries, structure, and powers.
- d) Review the City's current zoning ordinances, rules and regulations and the development approval process and recommend updates, if needed.
- e) Study the City's utility infrastructure.
- f) Study market conditions (by use).
- g) Prioritize the best opportunities as stated in the Comprehensive Plan.
- h) Recommend a marketing plan for targeted properties.
- i) Conduct monthly meetings with the DDA throughout the term of our agreement.
- j) Provide a Final Report.

2. DDA's Responsibilities.

- a) Pay a fee of \$4,000.00 each month for the professional services for a total fee of \$12,000. The fees are to be paid on the first of the month beginning Jan. 1, 2025
- b) Be available for monthly meetings throughout the term of our agreement.
- c) Work within the scope of this agreement to monitor the scope (SOW), address and manage any risks, and ensure deliverables meet City standards.

3. Term and Termination.

- a) The term of this agreement is for 90 days (January 1, 2025 – March 31, 2025). The agreement will automatically terminate at the end of the term.

4. Notices.

The parties will communicate regarding this Agreement through their designated representatives as identified here. The parties may give written notice of a new designated representative at any time:

a) Macauley Investments

Designated Representative Name: _____

Address: _____

Telephone: _____

E-Mail Address: _____

b) CLARKSTON DOWNTOWN DEVELOPMENT AUTHORITY

Designated Representative Name: _____

Address: _____

Telephone: _____

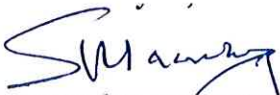
E-Mail Address: _____

5. Entire Agreement.

This Agreement represents the entire understanding between the parties regarding the professional services to be rendered to the DDA by Macauley Investments. No prior writings or verbal communications shall be binding upon the parties. This Agreement may only be amended by a writing signed by both parties.

SO AGREED, this ____ day of _____, 2025.

MACAULEY INVESTMENTS, LLC



By: Stephen Macauley
Its Managing Member

**CLARKSTON DOWNTOWN
DEVELOPMENT AUTHORITY**

C/O JACOB BOUIE