



Downtown Development Authority

March 10, 2025
10:00 A.M

3921 Church Street, Clarkston, GA 30021

MEETING MINUTES

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 10:07A.M by Chairman Johnny Garcia.

The following board members were present: Chairman Johnny Garcia, Vice Chairperson Rezwan Ahmad, Director John Gagne, Secretary Adira Marshall, Director Beverly Burks, and Treasurer Nebiyu Ermiyas.

Director John G. motioned to approve the March 10, 2025, agenda, second by Vice chairperson Rezwan A. and passed with a unanimous vote of 6-0.

Director John G. motioned to approve the February 10, 2025, meeting minutes. Motion was seconded by Vice chairperson Rezwan A.

I. Old Business

a. Downtown Business Survey 2025 Rollout

The board discussed the upcoming rollout of the 2025 Downtown Business Survey, focusing on the next steps and identifying strategies for its successful completion. The conversation emphasized the importance of clear tactics to ensure comprehensive participation and effective data collection.

b. Update on the Submission of the Lowe's Project Nomination for The Sutton House / Forty Oaks

There was no new update regarding The Sutton House / Forty Oaks project. The project nomination was submitted; however, the board has not yet received confirmation of the grant award.

II. New Business

a. Strategic Planning for the DDA

The board engaged in a discussion regarding the development of a strategic plan and long-term vision for the DDA. They explored various approaches to enhance the board's effectiveness and future direction.

b. DDA Attorney Findings and Selection Process

The board reviewed the list of presented local attorneys. Following the discussion, the board requested a

more detailed breakdown of the information provided. They specifically asked for additional details that were not included in the initial resumes, such as relevant experience and expertise.

c. Formulation and Submission of Quarterly Reports

The board reviewed the necessary steps to complete and present the Quarterly Report to the City Council. The discussion focused on ensuring accuracy, timeliness, and adherence to reporting requirements.

d. Open House Event for Clarkston Business Owners

The board discussed hosting an Open House event aimed at fostering stronger connections with Clarkston's business community. The event would provide an opportunity for the board to engage with local business owners, better understand their needs, and explore ways to offer more effective support.

e. DDA Branding Efforts

The board emphasized the importance of establishing a strong and recognizable brand identity. Secretary Adria M. will utilize additional resources to support the creation of the DDA's logo. The board is expected to review and vote on the proposed logos at the April 10, 2025, regular meeting.

f. Marketing Consultants

The board discussed the potential value of hiring marketing consultants to support their promotional efforts and visibility. Although no consultants have been selected or voted on, the board acknowledged the continued need for this expertise moving forward.

Adjournment

The meeting was adjourned at 11:18 AM. Vice chairperson Rezwan A. motioned to adjourn, Secretary Adria seconded, and the motion passed unanimously with a 6-0 vote.