



# Downtown Development Authority

Regular Board Meeting  
April 14, 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 10:09A.M by Chairperson Johnny Garcia.

The following board members were present: Chairperson Johnny Garcia, Vice Chairperson Rezwan Ahmad, Secretary Adria Marshall, and Director Akber Lassi.

Vice Chairperson Rezwan A. motioned to approve the April 14, 2025, agenda with modifications. The board unanimously agreed to move the following items to the top of the agenda: Overview of Attorney Presentation Invitations, MaCauley Investments Report Presentation, and Update on Branding and Logo Development. The motion was seconded by Secretary Adria M. and passed unanimously (4-0).

Vice Chairperson Rezwan A. motioned to approve the March 10, 2025, meeting minutes. Motion was second by Secretary Adria M.

### Modified Order – Priority Agenda Items

**a) Overview of Attorney Presentation Invitations**

The board received formal presentations from attorneys Kyle Williams, Isaac Yilma, and Kenneth Neighbors. Each attorney provided an overview of their legal background, areas of specialization, and approach to supporting Downtown Development Authorities. The board asked questions related to fee structures, experience with municipal clients, and capacity to support Clarkston’s short- and long-term DDA goals. No final decision was made at this time; the board will review all options before selecting legal counsel.

**b) Presentation: MaCauley Investments Report**

The board entered executive session to receive a confidential presentation from MaCauley Investments regarding potential real estate and development opportunities within the City of Clarkston. No action was taken; the board will continue to evaluate the potential collaboration.

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**c) Update on Branding and Logo Development**

Sydney Mufuka presented initial branding and logo concepts to the board. The presentation covered logo inspiration, color theory, and branding identity strategy. Board members provided feedback and requested revisions, including adjustments to color palettes and font selection. Ms. Mufuka will revise the designs and return with updated concepts at the next board meeting for further review and consideration.

**I. Old Business**

**a) Update on 2025 Downtown Business Survey**

Staff presented an overview of the upcoming Downtown Business Survey, designed to collect feedback from local businesses regarding economic development needs and resources. Board members reviewed the business assignment list and assigned themselves to specific assignments in preparation for the survey rollout. Additionally, there was discussion about leveraging the upcoming DDA Open House event as a platform to promote survey participation and strengthen engagement.

**b) Review of Attorney Research Findings**

Staff provided a summary of attorney candidates under consideration to serve as DDA counsel. Condensed profiles highlighting each attorney's experience, service offerings, and hourly rates were reviewed.

**c) Review of DDA Fact Sheet Draft**

Board members reviewed the latest draft of the DDA Fact Sheet, which outlines the authority's purpose, programs, and community impact. Following discussion, the board voted to approve the draft with recommended revision. Final approval is pending the completion of the updated branding and logo.

**d) Status Update on 501(c)(3) Application**

Chairperson Johnny G. reported that there was no new update regarding the pending 501(c)(3) application. The application is currently under review. The board and staff expect to receive an update prior to the next board meeting and will share information once available.

**d) Verification of DDA Board Training Completion**

Staff led a review of required training for DDA board members, in accordance with Georgia Development Authority guidelines. Board members confirmed their current status and were reminded that all directors must complete the mandated training on development and redevelopment programs within 12 months of appointment. Staff will follow up with individual members who still need to complete training and provide relevant course options.

**II. New Business**

**a) Discussion of Georgia Tech's Economic Development Research Program (EDRP) Application**

Staff provided an update on the recent submission of the DDA's application to Georgia Tech's EDRP. The program, if accepted, would provide support for targeted economic development initiatives in Clarkston.

**b) Discussion of Financial Documents**

This item was deferred to the next scheduled meeting.

**c) Discussion of Proposed DDA Open House Event**

The board expressed interest in coordinating a DDA Open House event as a strategy to promote transparency, increase community engagement, and introduce local businesses to DDA programs. Staff were directed to identify previously proposed dates, confirm venue availability, and begin outlining logistics for the event.

**d) Brainstorming of Special Project Ideas**

This item was deferred to the next scheduled meeting.

**e) Discussion of Potential Partnership with Clarkston Business Association**

This item was deferred to the next scheduled meeting.

**f) Consideration of Participation in Business Resources 101**

The board discussed the opportunity for the DDA to participate as a vendor in the upcoming Business Resources 101 event, hosted in partnership with the City of Clarkston, Decide DeKalb Development Authority, and the Better Business Bureau. Vice Chairperson Rezwan A. made a motion to proceed, which was seconded by Secretary Adria M and passed unanimously (4-0). Following the motion, staff was directed to complete the vendor application on behalf of the DDA.

**III. Adjournment**

- a. Vice Chairperson Rezwan A. motioned to adjourn the meeting. The motion was seconded by Secretary Adria M. and passed unanimously (4-0). The meeting was adjourned at 12:17PM.

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