

## MINUTES OF REGULAR BOARD MEETING

THE DOWNTOWN DEVELOPMENT AUTHORITY OF CLARKSTON, GEORGIA

HELD IN PERSON AND BY TELECONFERENCE, ZOOM AUDIO/VIDEO

IN SAID CITY ON TUESDAY, FEBRUARY 17, 2026

NOTE: Items appearing in these minutes are in the order they were discussed, not necessarily in the order they appeared on the agenda.

### **I. MEETING CALLED TO ORDER**

Vice Chairperson Adria Marshall called the meeting to order at 1:17 p.m.

### **II. ROLL CALL**

The following board members were present: Vice Chairperson Adria Marshall, Secretary/Treasurer Michele Maserjian, and Director Beverly Burks.

The following board members were absent: Chairperson Rezwan Ahmad and Director Akber Lassi.

The following staff members were present: Richard Edwards, Planning and Economic Development Director

### **III. APPROVAL OF THE 2/17/2026, AGENDA**

Motion made by Director Beverly B. to approve the 02/17/2026 meeting agenda with the addition of Item (c) under New Business – Update of DDA Applicants. Motion seconded by Secretary/Treasurer Michele M. The aye votes were: 2, with the nay votes: 0. Motion passed.

### **IV. APPROVAL OF THE 1/26/2026, MEETING MINUTES**

Deferred to the next meeting

### **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 DDA must proceed in an orderly, timely manner.

Debbie Gathman provided comments regarding the potential closing of Market Street on Saturdays, pedestrian safety and the ability to safely cross at the corners of Mell

Avenue, Northern Avenue, Ponce de Leon Avenue, and Church Street, and repetition of data from various Clarkston City studies.

## **VI. PRESENTATIONS**

None

## **VII. OLD BUSINESS**

- a) Continued Discussion — Logo and Branding — Discuss and review comments from Nov 6, 2026 City Council Meeting for possible revisions and final selection; webpage updates <https://clarkstonga.portal.civicclerk.com/event/1216/media>

The Board discussed feedback provided by City Council on November 5, 2026 regarding the previously presented logo concepts. Feedback included concerns about font size and legibility, visibility from varying distances, translation of the design into black and white or grayscale, intended usage, and overall complexity of the design. It was noted that none of the designers were paid for their submissions.

The Geometric Design #3 by Bespoke was identified as the preferred concept by the Directors present.

Motion made by Director Beverly B. to have Vice Chairperson Adria M. communicate with Sydney Mufuka to submit three new logo options based on the recommendations of the DDA Board, including scaled down font, non script typography, simplified geometric design, and a modern, sleek appearance. The Board will select one revised option to present to City Council at the March DDA meeting. Motion seconded by Secretary/Treasurer Michele M. The aye votes were: 2, with the nay votes: 0. Motion passed.

### **1. DDA Logo**

- b) Business Survey Final Results Review

Secretary/Treasurer Michele M. noted that a key issue identified in the Business Survey was safety, including questions regarding ownership of security cameras in parking lots and whether City Police have access to such cameras. Additional discussion included whether commercial property owners are required to install and maintain functioning safety cameras.

Director Beverly B. stated that staff should obtain a crime report and provide information on safety cameras owned by the City. Director Beverly B. also noted that the City received ARPA grant funds in the amount of \$400,000 for the purchase of security cameras.

Motion was made to have staff present the status of equipment purchased through ARPA grant funds and request a crime report from the Police Department covering

January 1 through December 31, 2025 for the designated Downtown Development area to be discussed at the next DDA meeting. No vote was taken.

Additional concerns from the Business Survey included communication between the City and businesses using the City compiled business email list. It was noted that the City previously offered classes in partnership with Decide DeKalb and the DeKalb Chamber of Commerce; however, scheduling conflicts impacted participation, particularly for businesses operated by one or two individuals. Discussion included exploring alternative delivery models, such as providing online links or zoom based classes covering topics such as small business loans and business registration.

Motion was made to set a date at the March meeting for a retreat to discuss strategies for outreach to local businesses, with Directors bringing ideas to the retreat. No vote was taken.

## **VIII. NEW BUSINESS**

- a) DDA Recruitment — To discuss outreach efforts to recruit additional DDA directors to ensure full membership and avoid canceled meetings due to lack of quorum.

It was noted that quorum is considered 51 percent of current active members per DDA by-laws. Secretary/Treasurer Michele M. recommended that the City increase and refresh DDA recruitment postings more frequently on the City website, DDA webpage, and the City's Facebook and Instagram platforms.

- b) DDA Administration — Annual financial reporting and signatories for DDA Treasury account

Planning and Economic Development Director Richard Edwards stated that the City is completing DDA financial reporting for 2025, which will be included as part of the year-end audit.

Mr. Edwards noted that two signatories are required to sign DDA checks: one staff member, as the City manages the DDA bank account, and one DDA Director.

Motion made by Director Beverly B. to designate the Chairperson as the primary signer and the Treasurer as the backup signer for the DDA Treasury account, with the City to designate its authorized staff signatory. Motion seconded by Secretary/Treasurer Michele M. The aye votes were: 2, with the nay votes: 0. Motion passed.

- (c) DDA Applicants

Mr. Edwards reported that there are two DDA applicants and that their resumes will be presented to City Council for consideration and vote at the February 24 meeting.

## **IX. ADJOURNMENT**

Motion made at 2:06 p.m. by Director Beverly B. to adjourn the meeting. Motion seconded by Secretary/Treasurer Michele M. The aye votes were: 2, with the nay votes: 0. Motion passed.