



DOWNTOWN DEVELOPMENT AUTHORITY Regular Board Meeting MEETING AGENDA
MONDAY, MARCH 9, 2026 - 1:00 PM
736 PARK NORTH BOULEVARD, SUITE 120 ♦ CLARKSTON, GEORGIA 30021
(404) 296-6489 ♦ WWW.CLARKSTONGA.GOV

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. S 50-14-1.

I. MEETING CALLED TO ORDER

II. ROLL CALL

III. APPROVAL OF THE 3/9/2026, AGENDA

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

- a) January 26, 2026 Downtown Development Authority Special Called Meeting Minutes

V. APPROVAL OF THE 2/17/2026, MEETING MINUTES

- a) February 17, 2026 Downtown Development Authority Regular Meeting Minutes

VI. 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.

VII. PRESENTATIONS

- a) City of Clarkston DDA Strategic Plan Kickoff Presentation

1. Introductions — DDA, City Staff, Georgia Tech
2. Review Scope of the Strategic Plan & Timeline — Stakeholder Engagement, Analysis, Economic Development Toolbox

3. Review DDA Survey Results & Goals Discussion — Major takeaways, DDA Thoughts, Plan Opportunities
4. Sites to Visit & Events to Know About — Share any must see locations, Major focus areas, Identify any existing community events
5. Stakeholders to Interview (City of Clarkston) — Share an update on stakeholders selected to interview
6. Next Steps — DDA Priority meeting, Stakeholder interviews, Existing conditions analysis, DDA priority meeting prep.

VIII. OLD BUSINESS

- a) DDA Logo Revisions
- b) DDA Recruitment Status/Update
- c) Discussion - Retreat Planning
- d) Security Cameras Update: Status of ARPA funded equipment
- e) Safety Update — Request for Clarkston Police Department Crime report (January 1, 2025 - December 31, 2025)

IX. NEW BUSINESS

X. ADJOURNMENT

MINUTES OF A SPECIAL CALLED BOARD MEETING
OF THE DOWNTOWN DEVELOPMENT AUTHORITY OF CLARKSTON, GEORGIA
HELD IN PERSON AND BY TELECONFERENCE, ZOOM AUDIO/VIDEO
IN SAID CITY ON MONDAY, JANUARY 26, 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 1:24 PM

II. ROLL CALL

The following Board members were present: Vice Chairperson Adria Marshall, Director Beverly Burks, Secretary/Treasurer Michele Maserijan, and Director Akber Lassi. The following City of Clarkston staff were present: Richard Edwards, Planning and Economic Development Director, and Jacob Bouie, Economic Development Coordinator.

III. APPROVAL OF THE 1/26/2026, AGENDA

Vice Chairperson Adria M. motioned to approve the 1/26/2026 meeting agenda. The motion was seconded by Secretary/Treasurer Michele M.

IV. APPROVAL OF THE 1/12/2026, MEETING MINUTES

- a) 1/12/2026 Meeting Minutes

Secretary/Treasurer Michele M. motioned to defer the approval of the 1/12/2026 meeting minutes to the next meeting. The motion was seconded by Director Beverly B.

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.

VI. PRESENTATIONS

VII. OLD BUSINESS

- a) Review, discussion, and adoption of the mission statement, vision statement, and report for Clarkston Downtown Development Authority. — Georgia Tech Center for Economic Development Research
 - 1. Legal counsel comments on proposed Mission and Vision Statement - Update
 - 2. Final proposed Mission and Vision Statement

Director Berly B. motioned to approve the mission statement, vision statement, and report for the Clarkston Downtown Development Authority — Georgia Tech Center for Economic Development Research. The motion was seconded by Director Akber L. Motion passed 4-0.

VIII. NEW BUSINESS

- a) Discussion and Action on Renewal of Legal Services Contract for DDA Legal Counsel

Director Beverly B. motioned to approve the renewal of the legal services contract for DDA legal counsel. The motion was seconded by Director Akber L. Motion passed 4-0.

- b) Discussion and Action of the Phase 2 Strategic Planning Services Proposal Contract. — Georgia Tech Center for Economic Development Research

- 1. Phase 2 Strategic Planning Services Proposed Contract

Director Beverly B. made the motion to approve the Phase 2 Strategic Planning Services Proposal Contract. — Georgia Tech Center for Economic Development Research. The motion was seconded by Director Akber L. Motion passed 4-0.

- c) Proposed Change to February 9, 2026 DDA Meeting Date

Director Beverly B. made the motion to change the February 9, 2026, meeting to February 17, 2026, at 1:00 PM. The motion was seconded by Secretary/Treasurer Michele M. Motion passed 4-0.

IX. ADJOURNMENT

Director Beverly B. motioned to adjourn the meeting at 2:10PM. The motion was seconded by Secretary/Treasurer Michele M. Motion passed 4-0.

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.

CLARKSTON DDA

Logo Iterations

Designed by Sydney Mufuka

Option 1: Hearts into flower.

This logo features four hearts coming together to form a blooming flower. Each heart contains multiple colors, symbolizing the diversity that makes Clarkston unique. As the hearts unite, they create a central spark, representing the power that emerges when community members and local businesses come together. The result is a vibrant symbol of connection, collaboration, and shared growth.



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Option 2: Hands and leaves.

This logo features two hands gently supporting leaves growing between them. The hands represent the strength of community and the idea that when people come together, they can nurture meaningful growth. The leaves symbolize development and new opportunities, while the colorful palette reflects the rich diversity of Clarkston. Together, these elements highlight how the community's many backgrounds contribute to the city's continued growth and vitality.



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Option 3: Connection

This logo features a circle formed by a variety of colorful leaves, representing the interconnected businesses and people that make up Clarkston's community. The circular form symbolizes unity and continuity, while the diverse colors reflect the many cultures and perspectives that shape the city. In the center, a simple abstract shape emerges that can be interpreted as a spark, pathways, or hands coming together—reinforcing the idea that connection and collaboration are at the heart of Clarkston's energy and progress.



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Option 4: Mosaic

This logo features a colorful mosaic that comes together to form a flower. Each piece represents the many cultures, backgrounds, and perspectives that make up Clarkston's diverse community. At the center, the design pays homage to the original City of Clarkston logo by incorporating its recognizable silhouette. This connection honors the city's identity while celebrating the idea that Clarkston's strength and vibrancy are built through the many communities and businesses that come together to shape it.

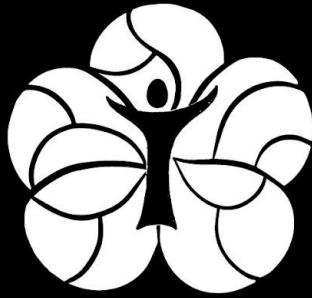


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