

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 MONDAY, JUNE 8, 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

Chairperson Rezwan Amad called the meeting to order at 1:15 P.M.

II. ROLL CALL

Members Present:

Michele Maserjian, Secretary/Treasurer
Rezwan Amad, Chairperson
Sydney Jakes, Director
Dean Moore, Director
Adria Marshall, Vice Chairperson

Members Absent:

Akber Lassi, Director
Ganaro Makor, Director

Staff Present:

Jacob Bouie, Economic Development Coordinator
Kyle Williams, DDA Attorney

III. APPROVAL OF THE 6/8/2026, AGENDA

Motion made by Director Dean Moore to approve the June 8, 2026 Regular Meeting Agenda, with the addition of a New Business item regarding DDA training opportunities. The motion was seconded by Director Sydney Jakes. The aye votes were: 5, with the nay votes: 0.
Motion passed.

IV. APPROVAL OF THE 5/11/2026, MEETING MINUTES

a) 5/11/2026 Meeting Minutes

Motion made by Director Dean Moore to approve the May 11, 2026 Regular Meeting Minutes. The motion was seconded by Director Sydney Jakes. The aye votes were: 5, with the nay votes: 0. Motion passed.

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.

There were no public comments.

VI. PRESENTATIONS

There were no presentations.

VII. OLD BUSINESS

There was no old business.

VIII. NEW BUSINESS

a) Board Discussion: Brainstorming Potential DDA Quick-Win Projects

Jacob Bouie introduced the item as an opportunity for the Board to restart discussion regarding potential quick-win projects that may support the DDA's future priorities. Chairperson Rezwan Amad referenced prior project ideas, including the coupon booklet and a possible business get-together. Mr. Bouie noted that a business get-together may provide value as a networking opportunity and business-to-business engagement effort, similar to outreach efforts that have worked well in other cities.

The Board discussed the possibility of hosting a business outreach event at Brockett Pub as an after hours event focused on the Brockett Road business corridor. The Board discussed using the first event to see how the outreach model works and potentially rotating future events to other locations, including Refuge Coffee, City Hall, and Tahoe Village. Decide DeKalb was also discussed as a possible resource. Mr. Bouie stated that he would reach out to Decide DeKalb regarding an opportunity to meet with the DDA. The Board discussed what type of information the DDA should present to local businesses. Discussion included the current lack of connection between some businesses and City Council, the lack of dedicated funding for the DDA from the City, and the importance of communicating that the DDA is available to support local businesses. The Board generally agreed that the business outreach effort should focus on networking and relationship building.

The Board discussed two primary goals for the outreach effort: first, letting businesses know that the DDA exists through educational materials; and second, gathering feedback from businesses to help identify more focused workshops or future support opportunities. The Board discussed creating an educational packet that may include information from the DDA bylaws, Georgia Tech documents, and general information regarding the services and support the DDA may be able to provide. Vice Chairperson Adria Marshall recommended keeping the materials short and including a QR code and multiple languages, where appropriate.

Mr. Bouie noted that digital outreach has not always been successful in Clarkston and that physically showing up where people are located can be more impactful and effective. Mr. Bouie also noted that there are approximately 348 businesses in Clarkston and discussed the possibility of door-to-door outreach. The Board discussed whether the DDA, as a Board, would have the time and capacity to support door-to-door outreach efforts.

The Board discussed potential costs associated with supporting business get togethers and generally agreed that the DDA should support costs associated with business outreach events. Mr. Bouie stated that he would confer with the City Manager regarding future funding for the DDA.

The Board discussed timing for future outreach events. Mr. Bouie noted that the Comprehensive Plan is anticipated to be presented toward the end of the year. Mr. Bouie also stated that Georgia Tech's Strategic Plan report timeline has been possibly extended, and he was unsure when Phase Two would be completed. Mr. Bouie stated that he is working with the City Manager regarding a potential joint retreat with Georgia Tech, City Council, and the DDA for the Georgia Tech presentation, with timing potentially in late July or early August. The Board discussed holding the first business outreach event in the fall, possibly September or October, around football season and after DDA training and the Georgia Tech report are completed. The Board also discussed the possibility of holding quarterly business-to-business events at each of the four locations discussed.

Mr. Bouie stated that he would prepare a business outreach event plan for the DDA's review.

b) DDA Training Opportunities

Director Dean Moore introduced a discussion regarding DDA training opportunities. Mr. Bouie noted that all DDA members are required to complete two hours of additional training each year. New members are required to complete eight hours of training within their first year. Mr. Bouie also noted that some training opportunities may include a cost. Mr. Bouie stated that he would send information regarding current training classes being offered. Board members were asked to send completed training certificates to Mr. Bouie for tracking purposes. Mr. Bouie stated that information regarding the August 17 training opportunity in Rome, Georgia would be sent to DDA members.

IX. ADJOURNMENT

Motion made by Director Dean Moore to adjourn the meeting at 2:25 P.M. The motion was seconded by Director Sydney Jakes.

The aye votes were: 5, with the nay votes: 0. Motion passed.

