

**MAYOR**

Linda Blechinger

**CITY ADMINISTRATOR**

Alex W. Mitchem



**CITY COUNCIL**

Peggy J. Langley

Robert L. Vogel III

Bill Acworth

Jay L. Riemenschneider

**DOWNTOWN DEVELOPMENT  
AUTHORITY**

Bel Outwater

Tina Parks

Amy Holstein

Bob Konst

Mary Grace Vogel

Jared Swift

(Vacant)

**CITY OF AUBURN  
DOWNTOWN DEVELOPMENT AUTHORITY  
MAIN STREET BOARD OF DIRECTORS**

**BUSINESS MEETING  
MARCH 12, 2020 @ 6:00P.M.  
COUNCIL CHAMBERS**

- 1. OPEN MEETING BY CHAIR**
- 2. APPROVAL OF MINUTES** – February 13, 2020
- 3. DOWNTOWN/MAIN STREET REPORT**
  - a. 2020 Work Plan
  - b. Budget
  - c. New Construction – Amy Holstein, 2 Main St.
  - d. DDA Logo and Business Cards
- 4. DISCUSSION/ANNOUNCEMENTS**
- 5. NEXT MEETING** – April 9, 2020



**City of Auburn Downtown Development Authority  
And  
Main Street Board of Directors  
Meeting  
February 13, 2020 at 6:00 pm  
City Council Chambers**



Members: Katelyn Greenwood, Chair (p) Amy Holstein (p)  
Tina Parks, Vice-Chair Bob Konst (p)  
Bel Outwater, Secretary (p) Mary Grace Vogel (p)  
Jared Swift

**Call to order**

- 6:09 pm by current Chair Katelyn

**Approval of Minutes**

- Motion to approve minutes from January 9, 2020 meeting by Mary Grace. Seconded by Bob. Approved.

**New City Hall Surveying Proposals**

- Examined 3 bids to survey the property where the new municipal complex will be located. Bids were secured by Dave Schmit, who recommends accepting the bid from Falcon Design Consultants. Several questions were raised during discussion and Dave was called to clarify some points. Payment for service will be paid by the City of Auburn, not the DDA.
- **Motion to accept the bid for surveying work from Falcon Design – Bob. 2<sup>nd</sup> – Bel. Approved.**

**Facade Grant – Chuck Brank – 1396 3<sup>rd</sup> Ave**

- Examined application and costs; decided not to vote tonight but may approve later

**Downtown/Main Street Report**

- Main Street program update – we were dropped from Classic to Affiliate due to the unique nature of our downtown.
- 2020 Work Plan -- recapped 2019 work plan successes and opportunities; asked members to think about committees they want to serve on and what they want to accomplish for 2020.

**Discussion/Announcements**

- What properties does DDA own? 1) Strip next to Bank OZK 2) Strip across from Ingles on HWY 8 next to railroad tracks 3) municipal complex site 4) Hue Graphics
- Sign ordinances – suggestions
- Business cards for DDA members

**Motion to order business cards for all individual DDA members that mirror City Business cards – Katelyn. 2<sup>nd</sup> – Amy. Approved**

- Project update (Town Center) – meeting Tuesday 2/18 at 5pm
- City Hall bidding 10 am on Friday 2/14
- 6 vacancies in Whistlestop Shop – revise hours policy?

**Board Updates**

- Katelyn resigned as Chair. Decision about chair replacement tabled until next meeting.
- Jared will be unable to continue due to overwhelming work commitments.
- Both vacancies are the mayor’s appointments.

**Next meeting:** March 12, 2020

Motion to adjourn made by Bel. Seconded by Bob. Approved. Adjourned 7:49 pm.

Respectfully submitted 3/11/2020

Attest

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**Bel Outwater**  
**Secretary**

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**Tina Parks**  
**Vice-Chair**

## Design Committee

**Committee Chair: Tina Parks**

**Transformation (implementation) Strategy:** Maintain downtown Auburn as the historical, social, and cultural focal point of the community

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In Progress	Coordinate downtown seasonal flower installation	Manager	\$650	DDA/Main Street	Spring - Fall
In Progress	New light pole banners	Board	TBD	DDA/Main Street/City	2020
In Progress	Renovate façade of Hue Graphics. New awing, lighting, paint.	Board, Manager	TBD	DDA/Main Street	2020-2021
In Progress	Partner with artist to re-do Childrens Park art mural	Board, Manager	TBD	DDA/Main Street	2020-2021
	Partner with artists for other public art and murals	Board, Manager	TBD	DDA/Main Street	2020-2021
In Progress	Facade grants for downtown businesses	Board, Manager	TBD	DDA/Main Street	Ongoing
In Progress	Additions to community garden - beds, landscaping, etc.	Board, manager	TBD	DDA/Main Street	Ongoing
In Progress	Explore concepts for branding on caboose	Board, Manager	\$2,000	DDA/Main Street	2020-2021
In Progress	Coordinate DDA/Main Street section of city website	Board, Manager	N/A		2020-2021
In Progress	Develop concepts for 4th Ave streetscape design, improvements	Board, Manager	TBD	DDA/Main Street	TBD

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**

## Organization Committee

**Committee Chair:** Bel Outwater

**Transformation (implementation) Strategy:** Mobilize an organized board, volunteer network, and partnership program that will work to carry out the vision and objectives of the Main Street program.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In Progress	Develop and maintain volunteer database with email and contact information	Board, Manager	N/A	N/A	Ongoing
In Progress	Develop partnerships with local businesses and other sources to increase fundraising for the downtown program	Board, Manager	N/A		Ongoing
In Progress	Assist in the planning and coordination of the Volunteer Appreciation Banquet	Board, Manager	\$2,500	City	Annually
In Progress	Assist in the management and operations of the Whistlestop Shops	Board, Manager	TBD	DDA/Main Street	Ongoing
In Progress	Maintain Main Street Affiliate status	Board, Manager	N/A		Annually
In Progress	Attend monthly DDA/Main St meetings	Board	N/A		Ongoing
In Progress	Assist manager in developing budget	Board	N/A		
In Progress	Maintain training with conferences, webinars, etc.	Board, Manager	\$1,000	DDA/Main Street	Ongoing
In Progress	Assist manager in planning and budgeting downtown events and development of the event calendar	Board	N/A		Ongoing

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:** The development of the 2020 event calendar has been completed. Starting in 2020, Auburn will now be in the "Affiliate" tier of the Georgia Main Street program.

## Promotions Committee

**Committee Chair:** Tina Parks

**Transformation (implementation) Strategy:** Maintain downtown Auburn as the historical, social, and cultural focal point of the community

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In Progress	Promote DDA and City efforts in developing new city hall and downtown revitalization	Board			Ongoing
In Progress	Provide valuable input for the development of the Liveable Centers Initiative Study document.	Board			Jan - Oct 2020
In Progress	Promote business development, "shop local" efforts, and Whistlestop Shops	Board, Manager			Ongoing
In Progress	Promote and host annual downtown events	Board, Manager			2020
In Progress	Host Movies in the Park	Board, Manager		DDA/Main Street	May - Sept 2020
In Progress	Develop event calendar and budget	Board, Manager			
In Progress	Develop and plan advertising and marketing initiatives (branding, print, social media, radio)	Board, manager			
In Progress	Develop welcome packet for new residents	Board, Manager			
In Progress	Coordinate DDA/Main Street section of city website	Board, Manager		N/A	
In Progress	Business of the year award	Board	\$50 for plaque	DDA	2020
In Progress	Promote the Auburn Museum and maintain volunteer base	Board, Manager			

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**

## Economic Development Committee

**Committee Chair: Bob Konst**

**Transformation (implementation) Strategy:** Provide economic vitality by creating a supportive business environment that helps grow existing businesses and attract new businesses to the downtown district.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	Maintain database of interested businesses that would like to locate to downtown		N/A		2020
	Revive Auburn Business Association and host yearly networking events		\$500	DDA/Main St	2020
	Assist in providing business-related educational events			DDA/Main St	2020
	Research and explore financial incentives that will aid businesses			DDA/Main St	2020
	Support town center and downtown development revitalization efforts			DDA/Main St	2020
	Research and explore economic opportunities that will bring vibrancy to the district			DDA/Main St	2020
	Research grant opportunities that can be used to improve district			DDA/Main St	2020

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**

**DDA/MAIN ST BUDGET SHAPSHOT  
2020**

<b>EXPENDITURE</b>	<b>DESCRIPTION</b>	<b>COST</b>	<b>FUNDING</b>	<b>TIMELINE</b>
Advertising	WJBB Radio Promotions	\$ 3,600.00	DDA/Main Street	Annually
Advertising	Billboard Advertisement	\$ 350.00	DDA/Main Street	Annually
Awards - Business of the year		\$ 50.00	DDA/Main Street	Annually
Awards - Car Show		TBD	DDA/Main Street	Annually
Awards - Trains & Flames	Trains & Flames BBQ Competition Awards	\$ 3,350.00	DDA/Main Street	Annually
Dues and Fees	National Main Street Membership	\$ 375.00	DDA/Main Street	Annually
Education & Training	Maint Street, Downtown Conference	\$ 1,000.00	DDA/Main Street	As needed
Event	Ice Skating Rink	\$ 5,000.00	DDA/Main Street	Annually
Food - Auburn Ever After	Auburn Ever After - Food for Volunteers	\$ 400.00	DDA/Main Street	Annually
Labor	Bands/Live Music		DDA/Main Street	Annually
Labor - Auburn Ever After	Auburn Ever After - Petting Zoo	\$ 750.00	DDA/Main Street	Annually
Labor - Auburn Ever After	Auburn Ever After - Carriage Rides	\$ 1,675.00	DDA/Main Street	Annually
Labor - Auburn Ever After	Auburn Ever After - Bounce House	\$ 595.00	DDA/Main Street	Annually
Labor - Buildings	Maintenance/Repairs	\$ 2,600.00	DDA/Main Street	
Labor - Christmas	Santa & Reindeer for Christmas Event	\$ 2,600.00	DDA/Main Street	Annually
Supplies	Calendar of Event Cards	\$ 200.00	DDA/Main Street	Annually
Supplies	GBA BBQ Competition	TBD	DDA/Main Street	New event
Supplies	Downtown Flowers	\$ 1,500.00	DDA/Main Street	Annually
Supplies - Auburn Ever After	General supplies	\$ 150.00	DDA/Main Street	Annually
Supplies - Christmas	Sounding Off Christmas	\$ 150.00	DDA/Main Street	Annually
Supplies - Community Garden	General supplies	\$ 300.00	DDA/Main Street	Seasonal
Supplies - Movies	Movies in the Park - 5 per year	\$ 2,035.00	DDA/Main Street	Annually
Supplies - Trains & Flames	Supplies for BBQ Event	\$ 150.00	DDA/Main Street	Annually
Supplies - Whistlestop Shops	Whistlestop Shops	\$ 150.00	DDA/Main Street	Annually
Utilities	AT&T - Museum	\$ 1,680.00	DDA/Main Street	Annually

TOTAL \$ 28,660.00



**DDA REVENUE**

<b>TYPE</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>	<b>TIMELINE</b>
Rent	Hue Graphics Rent	\$ 8,100.00	Annually
BBQ Vendor Fees		\$ 825.00	Annually
Rent	Lamar Billboard	\$ 1,200.00	Annually
Rent	11 Whistlestop Shops	\$ 26,400.00	Annually

\$ 36,525.00



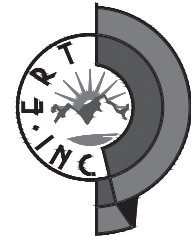
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### STATE FARM AUBURN, GA

2 MAIN ST.  
AUBURN, GA 30011  
A 0.175 ACRE SITE  
0.??? ACRES DISTURBED  
ZONED: C2  
TAX PARCEL #: AU11 116  
BARROW COUNTY, GA

REVISIONS	DATE

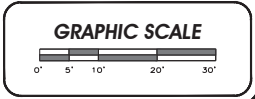
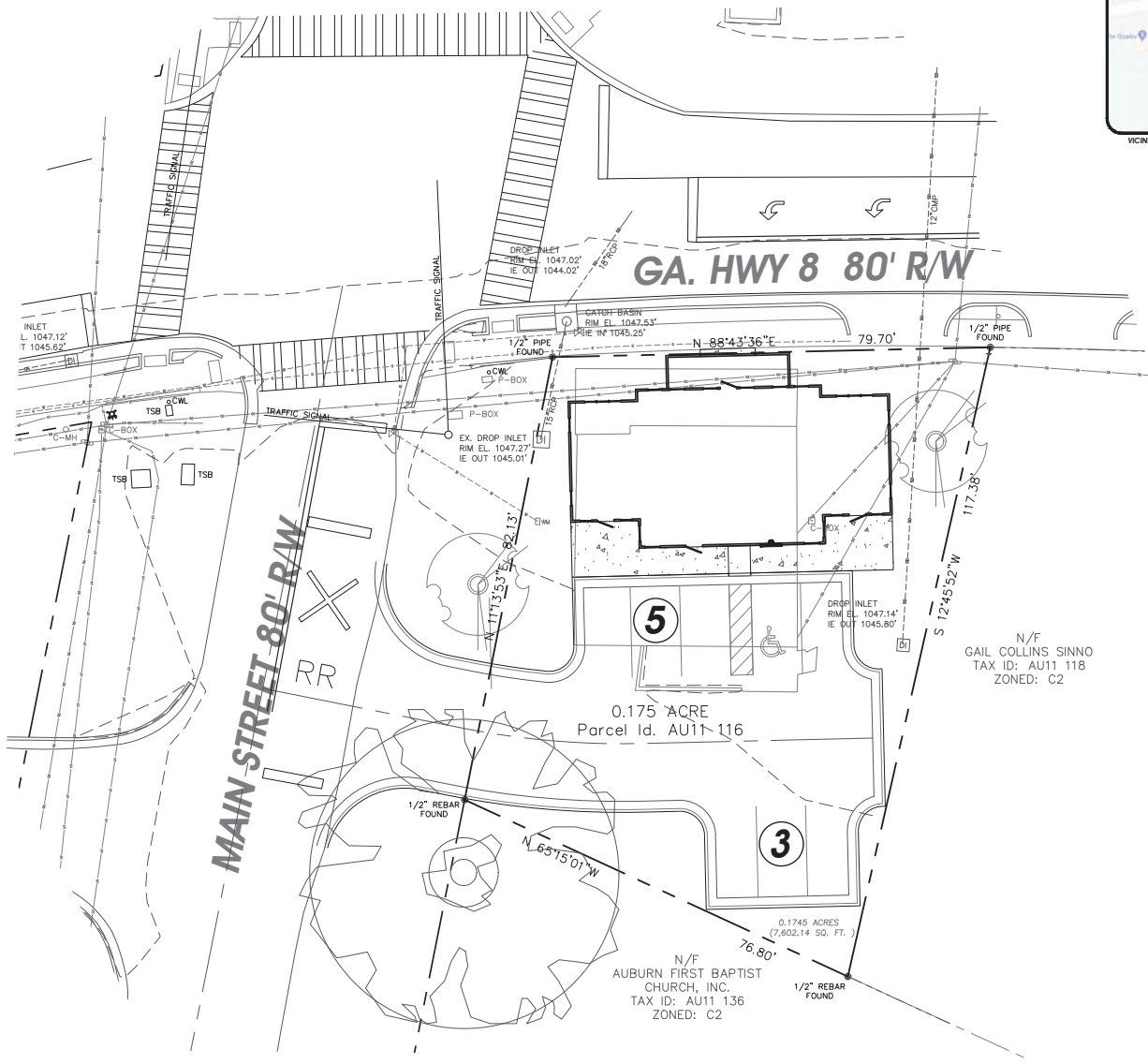
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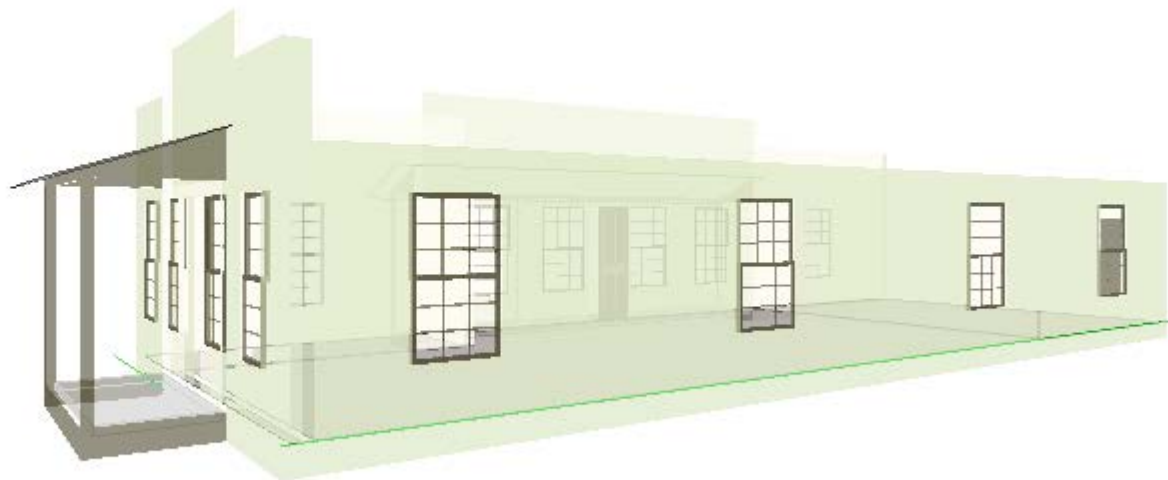
SITE  
PLAN

SHEET  
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