

**CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
MAY 20, 2024 9:00AM**

CALL TO ORDER – Katie Gobbi called the meeting to order at 9:02am

ROLL CALL – Christopher Fitzgerald, David Ellis-Mendoza, Chelsie Downing, Zach Tyree, Butch Emerson, Crystal Kimberly, Todd Moore, Councilman Jayson Frederick, Katie Gobbi – Community and Economic Development Director, present.

SWEARING IN – Councilman Frederick performed the swearing in of the DDA members.

NEW BUSINESS

1. By-law Discussion- Ms. Gobbi provided the Board with the Cartersville DDA bylaws as a model with edits for Euharlee functions and operations. Edits included the fiscal year vs. calendar year and length of terms. Mr. Emerson asked if Ms. Gobbi would make the appropriate edits and send it back out. Mr. Ellis-Mendoza made a motion to accept the by-laws as amended. Ms. Downing seconded. The motioned passed unanimously.

2. Officer Election – Following discussion, Mr. Ellis-Mendoza motioned to nominate Christopher Fitzgerald as chairman. Chelsie Downing seconded. The motion passed unanimously. Mr. Emerson motioned to nominate David Ellis-Mendoza as the Vice Chair. Mr. Fitzgerald seconded. The motion passed unanimously. Mr. Ellis-Mendoza motioned to nominate Katie Gobbi as Secretary. Mr. Moore seconded. The motion passed unanimously.

3. Brainstorming – Ms. Gobbi said that Mr. Tyree asked for brainstorming to be added to the agenda. The next step for the DDA is to establish the Downtown Business District. The discussion included the following:
 - The area for the district could include the historic district and the parks and campground, as well as a 17-acre parcel on Covered Bridge Road owned by the city.
 - The need for having growth without a lot of commercialization from chains. Keeping Euharlee feeling like Euharlee.
 - Getting public input from a survey and making sure the survey reaches everyone.
 - Disbursements from the city council. Ms. Kimberly volunteered to contact local DDAs to get an idea of what amounts to request.No official actions were taken.

ADJOURN – Mr. Fitzgerald motioned to adjourn. David-Ellis Mendoza seconded. The meeting adjourned at 10:04am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
JUNE 10, 2024 9:00AM

CALL TO ORDER – Chairman Fitzgerald called the meeting to order at 9:02am

ROLL CALL – Chair Christopher Fitzgerald, Vice Chair David Ellis-Mendoza, Chelsie Downing, Butch Emerson, Todd Moore, Katie Gobbi – Community and Economic Development Director, present. Crystal Kimberly, Zach Tyree, not present.

Mr. Ellis- Mendoza motioned to amend the agenda to approve the minutes and move public comment policy to the beginning of the agenda. Mr. Fitzgerald seconded. Motioned passed unanimously.

APPROVAL OF MINUTES – May 20, 2024 – Minutes approved unanimously.

NEW BUSINESS

1. Public Comment Policy – Public comments will occur at the beginning of the meetings before agenda items are discussed. Members of the public will be allowed to speak for up to three minutes per meeting. Mr. Fitzgerald motioned to approve the policy. Mr. Ellis-Mendoza seconded. Motioned passed unanimously.

PUBLIC COMMENTS - None

UNFINISHED BUSINESS

1. City Council Disbursements - Ms. Kimberly and Mr. Stephens were unable to attend the meeting. This item is tabled until the July meeting.
2. Downtown Business District – The board reviewed the aerial map of the city. Discussion included maintaining the nature of the downtown area and how to keep a contiguous area to include the city parks, campground, historic buildings, vacant 17-acres, and Milam Bridge. The inclusion of Milam Bridge is to also allow for funding and development opportunities to connect the city and potentially make it walkable. The 2010 Historic Village rendering from a 3rd party consultant was also viewed. Members said that rendering is something to review and include in future planning. Mr. Ellis-Mendoza made a motioned to recommend the Downtown Business District to include the historic district, 3 parks, and the eastern side of Covered Bridge Road from the Covered Bridge to Milam Bridge. Mr. Emerson seconded. The motion passed unanimously.

NEW BUSINESS

2. Public Survey – The board discussed survey questions and distribution. Members of the board volunteered to attend Food Truck Friday to help get public input face to face. Ms. Gobbi was tasked with putting the survey together based on the direction of the board.

ADJOURN – Mr. Emerson motioned to adjourn. David-Ellis Mendoza seconded. The meeting adjourned at 9:56am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
JULY 8, 2024 9:00AM

CALL TO ORDER – Chairman Fitzgerald called the meeting to order at 9:05am

ROLL CALL – Chair Christopher Fitzgerald, Vice Chair David Ellis-Mendoza, Chelsie Downing, Butch Emerson, Todd Moore, Crystal Kimberly, Zach Tyree, Katie Gobbi – Community and Economic Development Director, James Stephens - City Manager, present. Also present – Steve Zuber & Melissa Moore – Euharlee Historic Preservation Commission

APPROVAL OF MINUTES – June 10, 2024 – Minutes approved unanimously.

PUBLIC COMMENTS – Resident Ron Hartman said that he sent an email after the deadline with his feedback for the public survey. Ms. Gobbi said that it would be forwarded to the board members.

UNFINISHED BUSINESS

1. City Council Disbursements – Ms. Kimberly reported back from her conversation with the City of Ball Ground. She said that they no longer have a DDA, but there was information given about a master plan by a consultant and they recommended that. They also recommended finding something to identify the city and build on that. Ball Ground also gives incentives to businesses for them to come to the downtown.

Mr. Stephens proposed \$25,000 as the initial seed money for the DDA. That would not include funding for building improvements. He would like to put that amount on the agenda for the upcoming City Council Work Session. Ms. Gobbi set to research the amount of funds needed for a master plan.

2. Public Survey Results – Ms. Gobbi reviewed the results from the survey sent out. Overwhelmingly, the results of the survey were positive and supportive of the district. Ms. Gobbi noted that Milam Bridge was unintentionally left off of the map on the survey. There were some that did not support it and some of the respondents voting no misunderstood the inclusion of the parks in the district. The Board wants to take opportunities to educate the public about what the DDA is and the goals. Ideas include: radio and online interviews, meet the DDA event at the Fall Festival, inclusion in the city newsletter. Public feedback is to keep Euharlee what it is that makes it special. The motion at the June meeting said that the district recommendation was contingent on the survey results. The members were comfortable moving forward and no vote was required. Mr. Ellis-Mendoza asked Mr. Stephens for his feedback on the district. Mr. Stephens said that while there are inherent challenges with it, it is the district he hoped they would come up with.

NEW BUSINESS

1. Commissary Usage – The city council asked Ms. Gobbi to get feedback from the Historic Preservation Commission and the DDA board on the future use of the commissary building prior to the council voting on further interior renovations. Mr. Ellis-Mendoza asked the HPC members present what their vision was. Mr. Zuber said that the preservation of the exterior of the building is their goal. They do not have a strong opinion on the use as long as it is preserved. Ms. Moore stated that whatever it is needs to be viable and beneficial to the community. Ms. Kimberly said that putting \$50,000 into the building to get about a \$5000/year return as an event rental does not seem like a good business move. The members agreed that leasing the building for commercial use would be the better long-term use. Ms. Kimberly suggested that we postpone the majority of the renovations until there is a lessee interested and provide the specific renovations as an incentive. The members do not think the city should be selling historic buildings. The members also discussed seeking funds to rehabilitate the Granary building. Mr. Stephens suggested including that in master plan proposal.

The board members discussed the lighting and temporary flooring for the covered bridge. Mr. Emerson motioned to request the DDA or the city council seek funding for lighting and temporary flooring on the covered bridge. Mr. Ellis-Mendoza seconded. The motion passed unanimously.

ADJOURN – Mr. Fitzgerald motioned to adjourn. Mr. Ellis-Mendoza seconded. The meeting adjourned at 10:11am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
AUGUST 12, 2024, 9:00AM

CALL TO ORDER – Vice Chair David Ellis-Mendoza called the meeting to order at 9:03am.

ROLL CALL –Vice Chair David Ellis-Mendoza, Todd Moore, Chelsie Downing, Zach Tyree, Crystal Kimberly via Facetime, and Katie Gobbi – Community and Economic Development Director. Chris Fitzgerald and Butch Emerson, not present.

APPROVAL OF MINUTES – July 8, 2024 – Ms. Downing motioned to approve the minutes. Mr. Moore seconded this motion.

PUBLIC COMMENTS – None

UNFINISHED BUSINESS

City Council Disbursements – Ms. Gobbi updated that following the last meeting they reached out and got a number of \$75,000 which was a ballpark of what the Master Plan might cost. The amount was presented to the City Council at the Work Session, and they did not support that at this point and time. They want to do a Master Plan in a few years, and they prefer a lesser amount which will be presented again at the work session on Tuesday of the \$25,000. Maybe for a 1st year venue plan or as a short-term project. City Council wants to know ‘Who is Euharlee?’ and they don’t think we’re at the point to have a master plan. Mr. Ellis-Mendoza made a motion to request \$25,000 from the City of Euharlee for seed money to get the Euharlee DDA started as per the recommendation of Mr. Stephens. Mr. Tyree seconded this. Motion passed unanimously.

Commissary Usage – The Commissary exterior has been completed. The council appreciated the feedback. Staff has not been directed to take any new event rentals. There is more work that needs to be done before it can be shown. Council liked the proposal of waiting and using it as an incentive. Currently, no promotions have been made at this time. Now, we’re just waiting for the Council to give directions on what to do next. If they’re going to pursue that and what the timeline will be. Questions arise about missed opportunities even though renovations are not complete.

NEW BUSINESS

Short Term Projects – District Boundaries have not been approved yet by the City Council. Agendas have been set. It is on the Work Session for Tuesday, the 20th. Previously, members voted to seek funding for lighting and temporary flooring for the Covered Bridge. This is now on the Work Session to discuss in September. The reason for the delay is because they had to vote on replacing both sides of the ramps on the Covered Bridge. This should be completed by

October 5th. Mr. Ellis-Mendoza made a motion to create the Bridge Lighting Sub Committee for beautification and enhancement for the Covered Bridge comprised of Zach Tyree and Chelsie Downing. Mr. Tyree is hosting a Haunted Trail on the 17-acre city owned property. Ms. Gobbi discussed proposed public art projects that will be happening in the downtown area. A photo calendar contest was mentioned with the DDA Board selling advertisements to raise money.

ADJOURN – Vice Chair David Ellis-Mendoza motioned to adjourn. The meeting adjourned at 9:40am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
SEPTEMBER 9, 2024, 9:00AM

CALL TO ORDER – Chair Chris Fitzgerald called the meeting to order at 9:01am.

ROLL CALL – Chair Chris Fitzgerald, Todd Moore, Chelsie Downing, Zach Tyree, Crystal Kimberly, Butch Emerson, and Katie Gobbi – Community and Economic Development Director. David Ellis-Mendoza, not present.

APPROVAL OF MINUTES – August 12, 2024 –

PUBLIC COMMENTS – None

NEW BUSINESS

Cowshed Rehabilitation Proposal – English Pruitt presented her proposal to rehabilitate the cowshed and small general store and lease the building from the city for her children’s bookstore Beruna Books. In the proposal, Ms. Pruitt would provide project management for the rehab in exchange for a multi-year lease of the building. The members asked about operating hours and events. They also asked about bid process and timeline. The board members expressed support for the proposal.

Feedback on Rezoning Application 2024.2 – Ms. Gobbi asked for the agenda to be amended to add this item. Mr. Emerson motioned to amend. Ms. Downing seconded. Ms. Gobbi gave an overview of the rezoning request in the district to allow for approximately 30 townhomes to be constructed near city hall. The board members asked questions about the price point and if they would be fee simple or rentals. The members expressed the desire for mixed use resident loft and commercial or just commercial. Some of the members also expressed the need for affordable housing. The members were not in support of the application without the questions outstanding.

Covered Bridge Lighting – The subcommittee reported that they reached out to several companies about lighting, but the ones that they wanted to get quotes from asked for more time to get through their busy season. Currently, curtain lights are the goal. The board will revisit the matter in early 2025. The board also talked about strategies to stop graffiti in the bridge. Mr. Tyree also requested that the board seeks the T-Mobile Grant for communities. Ms. Gobbi will forward that information to the board via email.

ADJOURN – The meeting adjourned at 10:03am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
OCTOBER 21, 2024, 9:00AM

CALL TO ORDER – Chair Chris Fitzgerald called the meeting to order at 9:01am.

ROLL CALL – Chair Chris Fitzgerald, Todd Moore, Chelsie Downing, Zach Tyree, Crystal Kimberly, David Ellis-Mendoza, and Katie Gobbi – Community and Economic Development Director. Butch Emerson, not present.

APPROVAL OF MINUTES – September 9, 2024

PUBLIC COMMENTS – None

STAFF REPORT – Ms. Gobbi requested that agenda be amended to add a staff report. Mr. Tyree motioned to add staff report to the agenda and Mr. Ellis-Mendoza seconded. Ms. Gobbi provided an update on recent business items that made it to city council concerned the DDA and district. The cowshed is to be voted on on November 5. The rezoning application for the property adjacent city hall was withdrawn. Ms. Gobbi asked for help with the promotion of the Christmas parade. The sculpture was approved for Osborne Park. An additional \$20,000 to \$25,000 needs to be raised. Drowned Valley’s Outpost is officially open. The commissary has a potential tenant – The Mule House Pizza owners for a different type of pizza restaurant.

NEW & UNFINISHED BUSINESS

Short-Term Plan – The city council suggested that the DDA board work toward a short-term strategic plan. Ms. Gobbi provided a few names of people to help facilitate the retreat and plan. Mr. Ellis-Mendoza asked if we can use the funds from city council to pay for this. Ms. Kimberly said she could reach out to Carrie Barnes. Mr. Ellis-Mendoza also suggested we contact grant writers. Ms. Gobbi said that she would reach out to the county grant writers to see what the process is.

2025 Holidays – Mr. Ellis-Mendoza asked how the DDA can be helpful with the holiday celebrations and events in the downtown. Ms. Gobbi said that what the city is currently doing, she can maintain, but anything additional, she would love for the DDA board to take charge. The members also agreed to move the November meeting to the 18th due to city hall being closed for Veterans Day on the regular meeting day.

Minimum Business Hours – The city council asked for the DDA board to discuss minimum business hours for businesses in city-owned buildings in response to feedback from the public. The board decided on five days a week, four hours a day. Discussion included the need for this

going forward for consistency and to help visitors and residents know what to expect and have something to do when coming to downtown Euharlee. They discussed if seasonal changes should be included. The minimum hours would just be in effect during a seasonal business's season. The board said that they would review again in about a year. Ms. Gobbi will check with the city attorney to make sure this is acceptable.

Discussion also included whether it would be possible for Nanny G's Bakery to move to the commissary since the Store has a grease trap and is already better outfitted to be a full restaurant.

ADJOURN – The meeting adjourned at 10:17am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
NOVEMBER 18, 2024, 9:00AM

CALL TO ORDER – Chair Chris Fitzgerald called the meeting to order at 9:05am.

ROLL CALL – Chair Chris Fitzgerald, Chelsie Downing, Butch Emerson, David Ellis-Mendoza, and Katie Gobbi – Community and Economic Development Director. Todd Moore, Zach Tyree, via phone. Crystal Kimberly, not present.

APPROVAL OF MINUTES – October 21, 2024 - Approved with the addition of the minimum business hour recommendation.

PUBLIC COMMENTS – None

STAFF REPORT – Ms. Gobbi confirmed Carrie Barnes to facilitate the DDA retreat on January 29 to create a short-term plan. Ms. Barnes works for Cobb EMC and due to being outside the service area, there would be a fee in the range of \$3000 to \$4000. Staff recommends proceeding with Ms. Barnes. Mr. Emerson suggested tabling the vote until next month when the board has an official proposal in hand.

Commissary is still under discussion and being negotiated, but other projects are taking precedent. The bookstore was tabled. The pickleball ribbon cutting is scheduled for tomorrow.

The minimum business hours recommendation has been passed on to the city council.

NEW & UNFINISHED BUSINESS

Grant writing – Ms. Gobbi spoke with Bartow County Grant Writing department. As long as the DDA is partnering with the city, they can help with the grant. The chair, vice chair, and staff will schedule a meeting with Bartow County.

Entertainment Zone – Chief Matthews and Lt. Flowers were also present for this discussion. Ms. Gobbi presented the model ordinance from City of Cartersville to start discussion. Ms. Gobbi suggested including the campground, Drowned Valley, all of the land to Euharlee Fives Forks, and Osborne Park in the entertainment zone.

Discussion included:

- Using the trail under the bridge to get from Drowned Valley to Osborne Park
- Adding lighting and railings in the trail area
- Designated cups, signage, hours, and fines

- Excluding Osborne Park due to liability for crossing the road with alcohol as well as the proximity to church and school, but still including Osborne Park for city-sanctioned events through a festival permit

Mr. Emerson made a motion to establish the entertainment zone to include Drowned Valley, the campground, and the properties to Euharlee Five Forks Road on the western side of the road. Mr. Ellis-Mendoza seconded. Motion passed unanimously.

Mr. Ellis-Mendoza asked the law enforcement officials what issues they see in the downtown area. Lt. Flowers said sidewalk improvements are needed. Mr. Emerson also said improved street lighting through the downtown and even on Euharlee Road. He asked if a grant or Georgia Power might be able to fund that project. Lt. Flowers said that Georgia Power recently fixed a number of lights, but the section from Euharlee Five Forks to Euharlee Road is very dark. Mr. Emerson also said he could unofficially speak with the Board of Education to see if they may be able to assist or partner in some way on that area.

Festival of Trees Sponsorship – Ms. Gobbi shared Mr. Moore’s ask for the DDA Board to consider sponsoring the Festival of Trees at the \$250 level with each member personally contributing about \$35. Mr. Emerson suggested that the board do that and match it with DDA funds to sponsor at \$500. Mr. Emerson made the motion. Mr. Ellis-Mendoza seconded. All voted in favor. Motion passed unanimously.

Mr. Emerson asked for the date of the Christmas Parade and said he could be in it again. Ms. Downing asked for the requirements. Mr. Moore committed to being a judge again this year.

ADJOURN – The meeting adjourned at 9:52am.

CITY OF EUHARLEE
DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
DECEMBER 9, 2024, 9:00AM

CALL TO ORDER – Chair Chris Fitzgerald called the meeting to order at 9:05am.

ROLL CALL – Chair Chris Fitzgerald, Chelsie Downing, Todd Moore, Zach Tyree, Crystal Kimberly David Ellis-Mendoza, and Katie Gobbi – Community and Economic Development Director. Butch Emerson, not present.

APPROVAL OF MINUTES – November 18, 2024 - Approved

PUBLIC COMMENTS – None

STAFF REPORT – Ms. Gobbi reported that the commissary is at the same place as the previous meeting. Beruna Bookstore has closed completely and will not pursue the Cowshed. A Lease discussion is ongoing and the minimum business hours will be inserted into the leases going forward. Ms. Gobbi also said that the grant writer meeting will happen in early January.

NEW & UNFINISHED BUSINESS

1. Entertainment Zone Recap – During the first reading before the city council, the council expressed that they wanted Osborne Park to be included in the entertainment zone. Traffic will be directed under the concrete bridge into Osborne Park once it opens, with signage and improved railings and lighting. Mr. Tyree would like to be involved in the railing discussion and reopen the discussion of stairs under that bridge.
2. Parade Recap & Ideas for 2025 – the Christmas Parade went well. We learned that we need more staff on the float side. Ms. Gobbi asked for ideas or input for having less of a gap between the walkers and floats. Ms. Kimberly brought up that Euharlee Road is very dark and could use more lighting. She also suggested starting with a walking group at the start of the parade to set the pace and stagger then throughout the parade. The group suggested adding a color guard at the start, too.
3. Retreat Facilitator – Carrie Barnes, with Cobb EMC, got approval to facilitate at no charge to us even though it is outside of our service area. The retreat will take place on January 29. Due to the January Retreat scheduled, there will be no regular meeting in January.

ADJOURN – The meeting adjourned at 9:53am.