

Perry Downtown Development Authority
Minutes - March 22, 2016

1. Call to Order: Chairman Bryan Fountain called the meeting to order at 5:04 p.m.

Roll: Chairman Fountain; Directors Kelly Hillis, Tish Hayward, Brian Burnham, Lee Jones, and Steve Aydelott.

Absent: Carl Lumpkin

Staff: Catherine Edgemon – Main Street Coordinator, Robert Smith – Economic Development Director, Lee Gilmour – City Manager, and Christine Sewell – Recording Clerk

2. Invocation: was given by Director Burnham
3. Guests/Speakers: Terre Walker
4. Old Business
 - a. Sale of tram advertising for 2016

As follow up Ms. Edgemon provided the available sizes and costs and offered to those who had previously purchased the opportunity to purchase again. The board was advised if they knew of any businesses who would like to purchase to have them contact her.

- b. Update on branding initiative

Mr. Smith presented a PowerPoint on the City's branding initiative and an update on the process and advised it has been released and meetings are scheduled with City partners.

- c. Update on alleys

Ms. Edgemon advised a letter had been sent to property owners requesting a donation of the utility easement to the City and to date she has been contacted by a few property owners who are interested. Chairman Fountain inquired if there would be a decrease in the property tax value; Mr. Gilmour advised and as the letter stated there could be the potential for a decrease and that would be determined by the tax assessor's office. Mr. Gilmour further noted there are currently utility easements in place, the City could not perform any maintenance for items such as potholes, and the letter was sent as follow up from previous DDA discussions on the desire to obtain such easements for possible future beautification projects.

- d. Update on form based codes

Mr. Smith advised TSW Consultants has presented the first draft of the form based code to mayor and council and the Planning Commission, and it is a sound plan for moving forward for the corridor property owners for the highest and best possible use of their properties. One of the key factors in the proposed code is to work toward a more aesthetically pleasing, walkable, livable community with mixed uses.

- e. Update on Gen. Courtney Hodges Boulevard in DDA district

Ms. Edgemon advised the Main Street Advisory Board had been asked for their opinion on the removal of the corridor from the downtown district, and the board's response had been similar to the DDA's. Both boards' comments and concerns had been forwarded to the Planning Commission for a recommendation to mayor and council on March 28.

5. New Business

a. Approve February 23, 2016, minutes

Director Hillis motioned to approved the minutes as submitted; Director Burnham seconded; all in favor and was unanimously approved.

b. Approve February 2016 financials

Director Aydelott motioned to approve the financials as submitted; Director Hayward seconded; all in favor was unanimously approved.

c. Nominate Main Street Advisory Board representative

Ms. Edgemon advised with the resignation of Ms. Scragg a new appointee to the Main Street Advisory Board would be needed, and Director Hillis has offered to serve. Director Jones motioned to nominate Kelly Hillis as the DDA representative to the Main Street Advisory Board; Director Aydelott seconded; all in favor and was unanimously approved.

d. Discuss adopting policies and procedures

Ms. Edgemon provided a draft for the board to review, which has been reviewed by the city attorney and is to assist with the boards' functions.

e. Discuss appointment of attorney for DDA

Ms. Edgemon advised should the need arise for legal representation, there is the potential for conflict as the City and the DDA could not be represented by the same attorney. Mr. Gilmour advised the City would likely fund the request, and it should be considered by the DDA. Questions arose on insurance coverage; it was advised the board is covered under the City's liability insurance. After discussion and potential scenarios provided for the necessity of legal counsel, Director Aydelott motioned to examine the request for funding for retaining legal counsel for the board; Director Burnham seconded; all in favor and was unanimously approved.

f. Discuss letter of credit for DDA

Mr. Smith advised from a recent training he participated in the board may want to investigate obtaining a letter of credit for future project(s) which would allow the reduction of time the board can put together financing and be prepared with the upcoming Perry Downtown Development Plan. Director Hillis explained the process for a letter of credit but felt unless there was a specific project, it would be difficult to obtain and felt the board was not ready at this point to pursue; the board concurred and agreed to discuss the issue again when necessary.

6. 2016 Work Plan review / Perry Downtown Development Plan

- a. Discuss proposed 2016 work plan items, potential projects, priority rankings and budget
- b. Discuss Perry Downtown Development Plan

From the previous meeting an updated PDDP plan was provided and discussion ensued. Staff provided examples of potential projects and advised the plan would be guiding the board for the next two or three years. The board was asked to review and provide input so the final plan could be completed and presented to council for adoption.

Chairman Fountain suggested before the regular board meeting in April that a work session be held; the board concurred and tentatively chose April 12; Ms. Edgemon will advise of final date.

7. Chairman Items - None
8. Main Street Coordinator's Report
 - a. Announce downtown cleanup day on Saturday, April 23, from 8 a.m. to noon – Ms. Edgemon advised of the cleanup day and groups invited to participate.
9. Update on Main Street Board Advisory Board
10. Certificates of Appropriateness issued - Report was reviewed.
11. Adjourn: There being no further business to come before the board, the meeting was adjourned at 7:12 p.m.