



DDA Board Meeting Minutes		
4.5.2018	6:00 PM	1 Innovation Way Woodstock, GA 30188
Meeting call to order	6:00PM	
	Kenneth Kligman, David Leggett, Bill Raike, Karen Wintering, Colin Ake, Zach Yurchuck, Brian Stockton, and Stacy Brown	
Absent	Dwight Waggener, Perry Tanner, Spencer Nix, Kyle Bennett and Mitzi Saxon	
Others	Janet Ponichtera	
Approval of Agenda 4.5.2018	Raike made motion to approve. Leggett seconded. Unanimous.	
Approval of Minutes 2.1.2018	Leggett made motion to table due to minutes not being presented. Raike seconded. Unanimous	
Approval of Minutes Joint Mtg 2.12.2018	Wintering made motion to approve. Raike seconded. Unanimous	
New Business		
FY 2019 Budget Presentation	Stockton presented the first draft of the FY 2019 budget that would need to be approved no later than the June meeting. The biggest change in the budget from the revision to FY 2018 approved last month was the projected increase in tax collections from the two new hotels and the suspension of the façade grant program. Stockton explained that most of the property owners in the targeted area had taken advantage of the program and that money could be allocated for different incentives being proposed in the near future. Stockton explained that there is about \$50,000 in funding that has not been assigned and challenged Board Members to think of projects they may want to use that money for to be included in the budget. This was a first draft of the budget therefore no vote is necessary at this time.	
Shuttle/Trolley Discussion	Stockton presented a quote to purchase an 8 passenger street legal golf cart that could be utilized for shorter on-demand type shuttle assistance as well as late night employee shuttles to off-site parking lots. This was a discussion the board had last year. It would be rolled in as part of the current trolley program as a smaller route option. Wintering questioned the need for such a service and mentioned that she has seen a similar program in Blue Ridge that is not widely used. Discussion was had regarding parking management and enforcement for employees at City Center and/or Chat Tech and that this may help the business owners feel more comfortable in getting their employees to those locations after later shifts. It was determined that more research was required including the idea of borrowing or renting a cart for a trial period.	
Wayfinding Sign Revisions	Stockton presented revisions to the parking signs that would state ‘Public Parking’ more clearly as well as a new design for public building ID signs and a design for a permanent LED message board sign downtown. The board liked option 2 on the revisions to the parking signs and after discussion about sign code and opening up downtown to LED or electronic signs, did not want to move forward with further exploration of the permanent LED sign. Ake explained the conflict that may arise with a sign like this and sign code that would have to be overcome before moving forward with that anyway. The board felt that a sign of this character would drastically change the atmosphere downtown. Revisions to the parking signs will move forward as the cost will be minimal. Stockton stated that he would ask designer about adding parking lot names to this revision to help the public know which lot they are utilizing.	
Informational Update		
Review projects from joint meeting	Stockton informed the board that the upgrades to the city center lot were being drawn and planned for implementation at some point this summer. He also stated that Main Street Woodstock had voted to contribute money to Elm Street Arts Village to hire a master planner to begin looking at the playground/public restroom concept on their property. This planning project is anticipated to be complete in 90 days and funding for the construction of the project has been requested in the City’s FY19 budget.	

Executive Committee Reports	
Treasurers Report- Stockton	Stockton presented the treasurers report and stated that budget numbers will be filled in. Stockton will find out what the numbers associated with the Magnolia sale are and report back at next meeting.
Board Comments	
Board Comments - Kligman	None
Staff Reports	
Main Street Report- Saxon	Ponichtera gave an update on upcoming Main Street events.
CVB/Visitors Center Report- Bennett	No report given
Marketing Report - Brown	Brown gave an update on the website traffic and demographics we are seeing as an audience. She also stated that we had gone live on the geo-fencing around tourist sites in Georgia and that we had engaged the most with visitors to the Battery and Marietta Square.
Executive Session	
Property, Personnel & Litigation	No executive session needed
Adjourn	Raike made motion to adjourn, Leggett seconded. Unanimous. 7:01 p.m.