

**DOTHAN DOWNTOWN REDEVELOPMENT AUTHORITY
MEETING MINUTES
DECEMBER 18, 2019**

The Dothan Downtown Redevelopment Authority (DDRA) held its regular meeting on Wednesday, December 18, 2019, at 3:00 p.m. in the City Commission Chambers, Second Floor of the Dothan Civic Center.

Members Present:

Pat Thomas, Chair
David "Mit" Kirkland, Vice-Chair
Susan Wilkins, Secretary
Cliff Mendheim
Bob Woodall
Deavours Clark

Members Absent:

Letetia Jackson, Treasurer

Others Present: Kevin Cowper, City Manager; Jamie Bienvenu, DDRA Director; Jessica Parker, Director of Marketing; Todd McDonald, AICP, Planning & Development Director; Craig Walden, Building Official; Members of the Media; and, Theresa Eddy, Secretary.

Chair Thomas called the meeting to order at 3:00 p.m.

1. Approve Minutes of November 20, 2019.

Ms. Wilkins motioned to approve the minutes as written, Mr. Woodall seconded, and the motion carried.

2. Old Business

A. Projects

- i. **Howell School Update** – All were invited to tour the building after today's meeting at 4:00 p.m.
- ii. **Other Old Business** - None

3. New Business

A. Finance & Investment Committee Report

i. Financial Statement Review

Ms. Wilkins submitted expenses for approval and stated that a check to the Banyon Foundation was included within the pre-approved expenses below.

ii. Expenses for Approval

The fiscal year 2020: October 2019 to September 2020

November 20, 2019 to December 19, 2019

Pre-approved Expenses	\$33,348.84
Non-Reoccurring Expenses:	\$29,377.22
Reoccurring Expenses:	\$ 7,873.30
Total Pending Expenses:	\$70,599.36

Ms. Wilkins motioned for approval, Mr. Woodall seconded, and the motion carried.

B. Projects Committee Report

i. Juvenile Justice Building

Ms. Wilkins motioned to approve a Development Agreement, an Option Agreement and a Property Lease Agreement with RGH Dothan, LLC, for the redevelopment of the site known as the Juvenile Building located at 173 &

179 N. Foster Street for the purpose of multi-use property, Mr. Woodall seconded, and the motion carried.

ii. WDIG Radio

WDIG Radio will be broadcasting live shows inside Porter Hardware from 7:00 a.m. – 9:00 a.m. offering promotional spots to local businesses and welcoming guests on Mondays.

iii. The property at 144 S. Oates Street

Ms. Bienvenu stated that the DDRA would like to purchase 144 S. Oates Street, by the 'hump', and enhance its façade since it was a gateway building to downtown. Ms. Bienvenu would like the board to petition the city for special funding to secure this property. ***Mr. Woodall motioned to approve this request for the acquisition and to petition the city for funding, Vice-Chair Kirkland seconded, and the motion carried.*** Chair Thomas added that they have talked about this since 1982. Chair Thomas stated that there were no immediate development plans. The plan was to secure the properties, secure the backsides, clean up the insides, and then put up temporary art on the front so that the blighted areas would no longer be visible to the public coming into our area. The estimated amount would be \$25,000.00 for the building and \$10,000.00 for the artwork. Chair Thomas asked Ms. Parker to work with the sign company and Ms. Wilkins suggested that Mr. Vincent sit in on the marketing discussion, to which Chair Thomas agreed.

C. Personnel Committee Report – Mr. Mendheim stated that the annual reviews have been completed.

D. Executive Director's Report

– By DDRA Director, Jamie Bienvenu

i. Some of the downtown businesses have added holiday window dressings, painted by a local artist. The Parrish family joined in a partnership, not only to have their windows painted but are looking forward to making improvements to their buildings downtown, alongside the DDRA.

ii. **Farmer's Market** – Fire caused a total loss to the building they were going to use for the market. The Fire and Police Department handled the situation with extreme professionalism and they were grateful no one was injured. Temporary fencing has been erected to protect the public. They will be looking to clear the site within the near future.

E. Director of Merchants & Marketing Update

– By Director of Marketing, Jessica Parker

i. Events Update

a. Downtown Christmas Festival – December 7, 2019 – Follow up

The play area was a huge success and the majority of people expressed gratitude that it was a free event area. Ms. Parker thanked the board members to allow her to work with B&B Inflatables to purchase items upfront to make this event free for the public. Being a very warm weekend, the lack of snow machine was probably a good thing, as it would have been a melted mess. The lines stayed long all day long and the only complaint was from kids that wanted to keep playing. One of the merchants reported that this event exceeded the revenue generated by Foster Fest.

- c. **New Year's Eve Event – December 31, 2019 – 7:00 p.m. – 12:00 p.m.**
They are in the final stages with some small detail left to finish up. They will be lowering the Peanut at midnight. There will be fireworks, thanks to the Fire Department getting that approved through the commission. The band Glory Days will be playing on S. Foster Street. DJ Lou will be playing on N. Foster Street. There will be plenty of Arts & Crafts and Food vendors for everyone. There are downtown Merchants that will be open as well. They are very grateful for their partners: the City of Dothan, Visit Dothan, Buffalo Rock, WTVY, the Cochran Firm, and others.

ii. **Merchants & Marketing**

- a. **Shop, Dine, & Unwind** - Ms. Parker stated that two of the micro-content videos (Shop & Dine) that featured "Shop, Dine & Unwind" downtown have aired and had received great feedback. Releasing these every couple of weeks seemed to be key to create talk and buzz about everything going on downtown. The 'Unwind' video will be released shortly and then the final one before the end of the year. These videos were created to be released multiple times throughout the year.

b. **RAIN**

Welcomed a new business downtown at 145 S. St. Andrews Street. RAIN will be open Wednesday – Saturday.

- c. **Porter Paint Façade'** – The artwork is now on the building and people have been doing screenshots and uploading them to the Downtown Facebook page for the last two weeks. It is a great addition, making downtown fun for everyone and Ms. Parker stated that she was excited to work with AIRO' Design on more projects in the future. There was a small gathering of City employees, which included Mr. Vincent, that had their photo taken in front of the "Together" artwork and they shared it on their social media page. By sharing it on their page, it reaches more people that may not be aware of it.

F. **Strategic Plan**

Ms. Bienvenu attached a list, along with a progress report, to the monthly packet and will do so each month. (See attached)

G. **Other New Business**

i. **Approval of the 2020 DDRA Calendar**

Mr. Mendheim motioned to approve, Mr. Woodall seconded, and the motion carried.

- ii. Mr. Woodall added that the **KOK Parade would be on February 22, 2020**, to which he participates. You may find him riding on the Soul Train during the parade. Mr. Woodall stated that this year's attendance was over 50,000 people that spanned from Solomon Park to North Foster Street. The parade next year will start at 3:00 p.m.

- iii. Chair Thomas added that the **Hoops Classic would start on December 26, 2019**, which benefits the local high schools. Over the previous thirteen years, the Downtown Dothan Hoops Classic has donated over \$500,000.00 to participating schools.

- iv. Vice-Chair Kirkland expressed his appreciation of Ms. Bienvenu and Ms. Parker on their roles in making downtown more presentable. His appreciation to the

City Manager for the City Managers' vision, and the new tenants, RHG, for their confidence in investing in Dothan's downtown.

4. Discussion for the Next Meeting Date: January 15, 2020

5. Adjourn

Ms. Wilkins made a motion to adjourn, Mr. Mendheim seconded, and the motion carried. The meeting adjourned at 4:30 p.m.

6. Privileges on the Floor



Pat Thomas, Chairman



Susan Wilkins, Secretary

STRATEGIC PLANNING OVERVIEW

TOP PRIORITY

1. **Downtown Hotel: Development**
 - a. Developer
 - b. Work with city on Incentives package
 - c. Total progress percentage: 15%
2. **City Code Changes: Advocacy**
 - a. Advocate for code change and enforcement
 - b. Total progress percentage: 25%
3. **Juvenile Justice Building: Developer Secured/DDRA Development**
 - a. Developer secured
 - b. Total progress percentage: 90%
4. **KBC Market (with Visit Dothan, Chamber of Commerce and the City of Dothan)**
 - a. Work with partners to develop a plan
 - b. Total progress percentage: 100%

HIGH PRIORITY

1. **George Washington Carver Trail/Mural Trail Link: Development (with City of Dothan)**
 - a. Work with City to develop an action plan
 - b. Total progress percentage: 0%
2. **Farmers Market Development**
 - a. Purchase property: 100%
 - b. Identify funding sources for build out:
 - c. Work with FM Committee on Master Plan:
 - d. Total progress percentage: 33%
3. **Splash Pad: Development (Popular Head Park)**
 - a. Develop a plan
 - b. Identify funding needed
 - c. Total progress percentage 0%
4. **Hump Area Development: Screening Vacant Buildings**
 - a. Develop Plan
 - b. Install
 - c. Total progress percentage: 20%

MODERATE PRIORITY

1. **Brewery/Distillery Attraction**
 - a. Identify possible locations
 - b. Work with city on Incentives package
 - c. Total progress percentage: 0%

2. The "Block" Development: Active Partnership with Developer

- a. Work with developer to identify key anchors
- b. Total progress percentage: 0%

1. Downtown Beautification Plan: Development

- a. Create a master beautification Plan
- b. Total progress 0% complete