



DEVELOPMENT AUTHORITY MEETING APPROVED MEETING MINUTES November 15, 2022

ALPHARETTA CITY HALL
EXECUTIVE CONFERENCE ROOM #318
2 PARK PLAZA
5:00 PM

This summary is provided as a convenience and service to the public, media, and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. This document includes limited presentation by Development Authority and invited speakers in summary form. The public is advised that the tapes recorded at said meeting are a matter of public record and are available upon request.

I. CALL TO ORDER

- ❖ Chairman Jack Nugent called the meeting to order at 5:02 p.m.

II. ROLL CALL

- **Board Members Present:**
 - ❖ Jack Nugent (Chair)
 - ❖ Morgan Smith
 - ❖ Jill Bernard
 - ❖ John Goss
- **Board Members Absent:**
 - ❖ David Chatham
 - ❖ Shawn Allen
- **Staff present:**
 - ❖ Kathi Cook, Director of Community Development
 - ❖ Charlotte Christian, Economic Development Coordinator
 - ❖ Greg Mayfield, Development Authority Legal Counsel

III. STATEMENT OF PURPOSE

The Development Authority of Alpharetta is granted powers and jurisdiction through the State of Georgia General Assembly and a resolution adopted by the Alpharetta City Council on September 3, 1996. The function of this Authority is to promote the public good and general welfare, trade, commerce, industry, general tax base and the employment opportunities available in the City of Alpharetta.

- ❖ Chairman Jack Nugent read the statement of purpose.

IV. CONSENT AGENDA

A. Approval of Meeting Minutes

- ❖ Board Member John Goss offered a motion to approve the Development Authority Meeting Minutes from October 18, 2022.
 - Board Members Morgan Smith and Jill Bernard seconded the motion.
 - The motion was approved 4-0.

V. OLD BUSINESS

A. Alpha Loop Foundation Memorandum of Understanding

- ❖ **DEFERRED:** *Given that Members John Goss and Morgan Smith were also members of the Alpha Loop Foundation board, they had made it known that they planned to recuse themselves from the vote on this item. Before calling the meeting to order, Chairman Jack Nugent noted that the Authority would not have quorum to vote on this item and made the determination to defer this item to a future meeting.*

VI. PARTNER UPDATE

A. Karen Cashion, CEO and President of Tech Alpharetta

- Ms. Cashion presented updates on Tech Alpharetta's most recent events and programing. Tech Alpharetta is currently housing 44 start-ups, 2 of which joined within the last 2 weeks, and several startups have received introductions to board enterprise companies. They have a women's forum mentorship program that currently connects female tech executives with female students at Innovation Academy High School and Morgan Stanley is currently working on an app that would allow them to expand that program.
- ❖ No action was taken on this item. This presentation was for information purposes only.

B. Deborah Lanham, CEO and President of the Alpharetta Chamber of Commerce

- Ms. Lanham presented updates on the Alpharetta Chamber's Downtown initiative including recent marketing promotions, planned events, membership, and the projected 2023 budget. A copy of that presentation is included as an attachment to these minutes.
- ❖ No action was taken on this item. This presentation was for information purposes only.

C. Charlotte Christian, City of Alpharetta Economic Development Coordinator

- Ms. Christian provided updates on the City's Economic Development division including upcoming corporate tours, recent involvement with industry conferences, and recent marketing initiatives.
- Ms. Christian also provided updates on research and planning initiatives including the Economic Strategic Plan, the ongoing LCI focusing on South Main, an active Request for Proposal for an LCI focusing on the Windward area, and the status of the Technical Assistance Panel application to the Urban Land Institute.
- ❖ No action was taken on this item. This presentation was for information purposes only.

D. Kathi Cook, City of Alpharetta Director of Community Development

- Director Cook provided a brief synopsis of the proposed development plan for the North Point Mall presented before City Council at their meeting on November 7, 2022. Director Cook explained that the applicant may reapply in 6 months.

❖ No action was taken on this item. This presentation was for information purposes only.

- Economic Development Coordinator Charlotte Christian discussed a preliminary plan for a bus tour for Development Authority members. Having requested availability from the Development Authority members, the tour has been tentatively scheduled for Monday, December 13th.
- Counselor Greg Mayfield explained that the logistics needed to adhere to the Open Meetings Act.

❖ Chairman Jack Nugent proposed the Authority at 12:45 p.m. on December 12, 2022, as a special session to vote on the Alpha Loop Foundation Memorandum of Understanding before departing on the tour.

- Ms. Christian noted that the public would be properly notified and invited to attend. She indicated that she and Economic Development Manager Lance Morsell would work with Mr. Mayfield to plan the meeting in accordance with the law.

VII. ADJOURNMENT

❖ With there being no further business to hear or discuss, Chairman Nugent adjourned the meeting at 6:12 p.m.

Respectfully submitted,
Charlotte Christian, Economic Development Coordinator



Alpharetta Development Authority Meeting

Tuesday, November 15, 2022



Progress Report Highlights – November 15, 2022

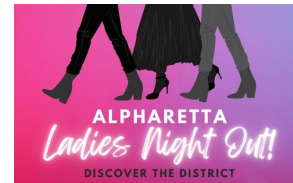
- DTA Website Gains Top Spot - #1 on Google Search results (#4 this past May 2022)
 - SEO goals reached
 - Added badges to DTA member businesses
 - Added Alpharetta Development Authority Board Members
- Digital Marketing Assets
 - Website – www.downtownalpharetta.com
 - DTA Logos
 - Social Media Profiles on FB, IG
- Downtown Business Leaders Meetings
 - Meet at City Hall first Wednesday of each month @ 2:00 – 3:00 PM
 - Engaging with business owners/managers and providing updates from city and other community partners like CVB
 - Listening to business share updates, concerns, ideas, questions, open dialogue and direct access to answers
- Advisory Council Recruitment
 - Time to recruit new members to ACR due to those who have dropped off. Seeing strong support from a few but need better representation from other pockets in the district.
- DTA Membership Growth – 52 Chamber Members



Highlights continued...

- Print Advertising Activity

- Appen Media ads for DTA/Ladies Night Out, Shop Local campaign
- Alpharetta Guidebook 2023
- James Magazine September/October issue pg. 45-49 feature on Alpharetta including DTA initiative



- Branded Collateral

- DTA Stickers
- Window Clings for DTA Members
- Hats, T-shirts, other merchandise
- Banners, flags, floor banners
- Coasters for restaurants
- Signage for Sandwich boards

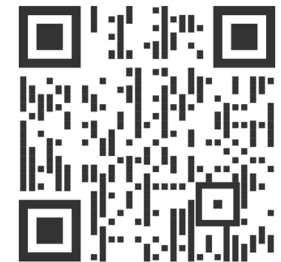


Highlights continued...

- Events

- Food Truck Night Sponsor – August 2022
- Ladies Night Out – September 2022
- The Maxwell/Liberty Park Village Campaign – October 2022
- Shop Local Shop Small – November 2022
- Gift Wrap Shack – December 9, 2022
- Sips of the Season – December 9, 2022

Alpharetta's
**SEASON of
CELEBRATION**



Selling the DTA



DISCOVER

The power of the Downtown Alpharetta District

Give your business the SUPPORT it needs and GROWTH you want!

JOIN The Alpharetta Chamber	ACTIVATE Member benefits	IGNITE Marketing featuring YOUR business	ENGAGE With small business owner network	HELP Cultivate a strong DTA community
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Become a part of the District, join online NOW! www.AlpharettaChamber.com

DISCOVER
The power of Membership



The Alpharetta Chamber believes strongly in creating a culture of friendship and collaboration. We are focused on serving the business community professionally, generously, and passionately. Our mission is to promote a vibrant business climate and economy while enhancing the quality of life within our surrounding community. We are a member-driven organization and activate a variety of benefits and business resources as a part of membership. When you join the Alpharetta Chamber you will receive:

- New member welcome gift
- Marketing features to promote your business
- Access to exclusive networking events
- Staples discount program
- Group health plan
- Notary and Certificate of Origin services
- Web advertising
- Business to business connections
- Board of Directors service opportunities
- Ambassador program



SCAN ME!

To learn more about the Alpharetta Chamber visit
www.AlpharettaChamber.com



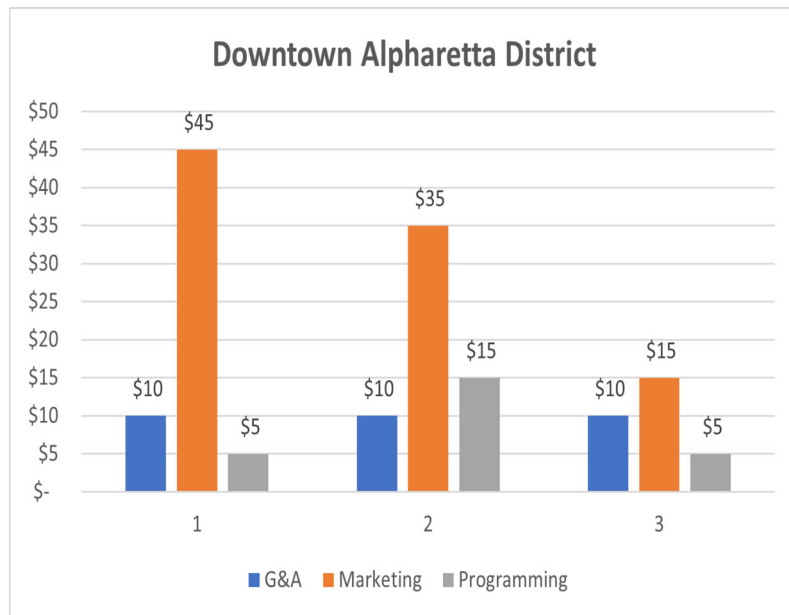
Downtown Alpharetta District is an economic development initiative formed between the Alpharetta Chamber of Commerce and Alpharetta Development Authority for the purpose of creating a cohesive marketing and event strategy that promotes business, drives traffic, attracts new visitors, and strengthens the vibrancy of the District.

To learn more about the Downtown Alpharetta District visit
www.DowntownAlpharetta.com

CONTACT:

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Funding Projections – Year 2



Contractual Investment Y2	\$60,000
Balance Forward	\$ 5,000
Annual website management/updates	\$21,000
Map & monthly maintenance	\$ 9,500
Digital Advertising/Print	\$ 7,500
Marketing/Branding	\$10,000
General and Administrative	\$12,000
Total	\$65,000

Thank you!

