

MINUTES
CITY OF SUWANEE, GA
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
March 18, 2014
Suwanee City Hall

Attending

DDA members: James Davenport, Dax Flinn, Beth Hilscher, Kevin O'Brien, Julie Perdue, Rob Rohloff

DDA Nominee: Randy Winfield

Staff: Denise Brinson, Adam Edge

Retreat Moderators: Joel Cordle (Executive Director, Dahlonega DDA), Alice Sampson (Special Projects Manager, University of North Georgia)

Call to Order

Kevin O'Brien called the meeting to order at 8:05 a.m.

Adoption of Agenda

Beth Hilscher moved to adopt the agenda (Rob Rohloff 2nd). *Motion approved 6-0.*

Approval of Minutes

Beth Hilscher moved to approve the February 18, 2014 minutes (Julie Perdue 2nd).
Motion approved 7-0.

New DDA Board Member Referral

Adam Edge introduced Randy Winfield of Winfield Realty Group, Inc. He informed the board that Randy had expressed interest in joining the board to fill the vacancy left by the resignation of former board member Becky Vickery. Randy Winfield addressed the group and explained his reasoning for seeking appointment to serve on the DDA board. He then answered questions from current DDA members.

After the introduction, comments, and questions, the board voted 6-0 in favor of referring Randy to City Council as a nominee to fill the vacant position on the DDA board. An official appointment from City Council will be considered at the upcoming Council Meeting.

DDA Retreat

Adam Edge kicked off the DDA retreat with a summary of observations during his first six months. He included an overview of the DDA's purpose, history, and projects to date. He also suggested the DDA hone in on business recruitment and expansion, and community development as focal points in the next few years. The DDA agreed that these were both areas where the board could potentially provide the most value add back to the community and continue to have a tangible impact.

After this opening discussion, Joel Cordle and Alice Sampson lead the DDA board and Suwanee staff through a SWOT analysis exercise. As a group, board members and City staff used this time to identify, discuss, and prioritize points of interest, projects, and areas of focus. The major takeaways from this discussion included a focus on the following: (a) assisting with small business growth in Town Center (b)

business recruitment (c) connecting Town Center to Old Town (d) An increase in nightlife (e) use of federal, county, and city projects and planning as leverage for future development opportunities in Old Town and Town Center.

The facilitators were to provide a summary of the retreat portion of this meeting to Adam Edge. Those notes will be presented at a future meeting.

Adjournment

James Davenport moved to adjourn the meeting (Rob Rohloff 2nd). *Motion approved 5-0.* Meeting adjourned 12 p.m.