

Sugar Hill Downtown Development Authority – Regular Meeting  
Regular Meeting Minutes November 24, 2020 | 6:30 PM  
City Hall – Council Chambers

Members Present: Allen Jorgensen, ~~Brandon Hembree~~, Jack Wolfe (Treasurer), Marc Orcutt (Chairman), Mason Roszel (Vice Chairman), ~~Nancy Wren~~, Nigel Gray (Secretary), ~~Rebecca Buckingham (Asst. Secretary)~~  
Staff Present: Frank Harley (Attorney), Mercy Montgomery (Dir. Economic Development), Nadia Merritt (Downtown Coordinator), Paul Radford (City Manager), Troy Besseche (Asst. City Manager), Tim Schick (Facility Director)  
Guests: Amber Chambers, Among others.

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- I. CALL TO ORDER – 6:30 PM
  - II. APPROVAL OF AGENDA:
    - a) Motion to approve the agenda as presented, by Allen Jorgensen, 2nd by Jack Wolfe, carried by 5-0 (unanimous).
  - III. MINUTES:
    - a) Motion to accept 10/21/2020 - Special Called Meeting minutes, by Jack Wolfe, 2nd by Allen Jorgensen, carried 5-0.
    - b) Motion to accept 10/27/2020 – Regular Meeting minutes, by Allen Jorgensen, 2nd by Jack Wolfe, carried 5-0.
    - c) Motion to accept 9/29/2020 – Regular Meeting minutes, by Jack Wolfe, 2<sup>nd</sup> by Mason Roszel, carried 5-0
  - IV. PUBLIC COMMENTS:
    - a) Amber Chambers had questions regarding financial line-items, and budgetary set-asides for the Mainstreet Program.
  - V. ACTION ITEMS AND UPDATES:
    - a. **E Center Project:** *Troy Besseche:* A use-agreement proposal was submitted to the City by an individual, to do a Christmas photo show like last year. The proposed payment is \$500, insurance terms would be the main concern. The city requests DDA approval:
      1. **Motion** – To authorize the chairman to sign use-agreement for photo show proposal, by Jack Wolfe, second by Mason Roszel, carried 5-0 (unanimous).

Northpointe Hospitality’s lease agreement has been updated. They have recently hit come on hard times but has since sorted that out. Holiday decorations are mostly in place. There will be no tree lighting event this year. Storage Unit rental rate renewals: large units at \$200/month and small units at \$100/month. These current rates are due for ratification.
      2. **Motion** – To ratify the current tenants at current rates, by Jack Wolfe, second by Mason Roszel, carried 4-0-1 (Allen Jorgensen abstaining).
    - b. **Broadstone:** Update provided by the City - the facility is 29% occupied and 39% pre-leased.
    - c. **The Holbrook – Assisted Living on West Broad:** *Paul Radford:* The construction team is currently doing concrete work. They will be going vertical soon. They are expected to have a huge presence on entry to W. Broad.
    - d. **Gateway West – Troy Besseche:** The City is working with a party that is interested in the site. The hope is to move this forward by the first quarter - 2021.
    - e. **Cadence:** *Troy Besseche:* The two big houses are now dried in. Leasing schedule has the big houses starting in May 2021. There was some discussion about how the retail spaces will be subdivided. There was a suggestion to invite someone from the construction team to a DDA meeting to provide an update.
    - f. **The Suite Spot – Business Incubator:** *Nadia Merritt:* There was an increase in interest this month. We now have 15 cowork members, 2 premium members, and 9 office members.
    - g. **Sugar Hill Distillery:** No discussion.
    - h. **Sycamore Square:** Currently working on design elements.
    - i. **Main Street Program:** *Nadia Merritt & Mercy Montgomery:* The City is leveraging the assets it already has to use on the program. A work plan was presented at this meeting. Things that were discussed were feedback from the open session that was convened prior to this DDA meeting, such as: ‘pop up shops’, downtown ambassador program, shine district, walking tour, signage, engaging the community, among others. The presentation & discussion were convened in sub-categories such as: Business Activities | Arts & Entertainment | Collaboration with the Arts Commission. There was much vibrant discussion during this section of the meeting, with the city manager explaining the financial benefit and outlook from the City’s perspective. There was also a suggestion that the City look at, and speak with, other cities that are doing this well, and try to discover how they track hard/soft dollars. The discussion was concluded with the comment that “we are building communities, not buildings”.

VII. CITY STAFF COMMENTS

**Several Comments from City Staff including:**

- a. The ice-rink is now open, and turnout has been good so far. Movie nights in the Bowl; no tree lighting event this year; partnership with Aurora Theater to do event in the Bowl; Knuckies community events; Small business Saturday (submit your passport online); Downtown rewards starts on Saturday.

VIII. DDA MEMBER COMMENTS:

- a. **Several Comments from the DDA members including:** Trick or Treat was a huge hit; Gwinnett Chamber Small

Business Award was encouraging; Veterans Memorial event was well done.

IX. PUBLIC COMMENTS:

- a. Amber Chambers provided some comments regarding the City's budget.

X. EXECUTIVE SESSION:

- a. Motion to enter Executive Session at 8:20 PM, by Jack Wolfe, 2nd by Nigel Gray, carried 5-0 (unanimous).
- b. No public action following executive session:
- c. Motion to adjourn at 9:34 PM by Mason Roszel, 2<sup>nd</sup> by Nigel Gray

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Marc Orcutt (Chairman of the DDA)

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Nigel Gray (Secretary of the DDA)