

**CITY OF CUMMING
DOWNTOWN DEVELOPMENT AUTHORITY
100 MAIN STREET
GALLERY B OF CITY HALL, 2ND FLOOR
MARCH 13, 2025, 6:00 PM**

-AGENDA-

- I. Call to Order and Pledge of Allegiance.
- II. Adoption of Previous Meeting Minutes
- III. Consider Agenda for Adoption
- IV. Executive Session. (If needed)
- V. Consider an amendment to the lease limits- Crooked Culture Brewing.
- VI. AEO Marketing Presentation
- VII. Auxillary Parking Lot Proposals.
- VIII. City Center Update.
- VII. Adjournment

**CITY OF CUMMING
DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

There was a Specially Called Meeting of the City of Cumming Downtown Development Authority on Tuesday, March 13, 2025 at 6:00 P.M., in Gallery B on 2nd floor of City Hall. Notice was given and properly posted as required by law. All appointed members of the Downtown Development Authority were present with the exception of Brad Garmon, David Leathers and Lisa Mason. Vice Chairwoman Kelly Lamb called the meeting to order and led the pledge to the American Flag.

II. Adoption of Previous Meeting Minutes: A motion was made by Carrie Patterson and seconded by Jason Evans to adopt the minutes of the November 26, 2025 DDA meeting. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent.

III. Consider Agenda for Adoption: Chairwomen Lamb requested to amend the agenda by moving **VII. Auxiliary Parking Lot** before item **VI. AEO Marketing Presentation**. A motion was made by Jason Evans and seconded by Carrie Patterson to amend the order of the agenda as requested by Chairwomen Lamb and approve the remainder of the agenda as presented. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent.

IV. Executive Session: Chairwoman Lamb announced there was a need for executive session to discuss real property agreements. A motion was made by Jason Evans and seconded by Shakeeb Ali to recess into executive session. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent. After a brief executive session, a

motion was made by Carrie Patterson and seconded by Jason Evans to reopen the regular meeting. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent.

V. Consider an Amendment to the Lease Limits- Crooked Culture: The owners of Crooked Culture made the request to expand their leasing limit down along the side of the green space so they would be situated more “in the mix” with the foot traffic. After further discussion, a motion was made by Jason Evans and seconded by Carrie Patterson to postpone any decision on this item until the next meeting. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent.

VIII. Auxiliary Parking Lot Proposals: City Administrator Phil Higgins reported that four proposals were received for the Cumming City Center Auxiliary Parking Lot. These were:

- 1. Jasper Grading & Pipeline (121 spaces) \$660,239.00 (\$5,456.52 per space)**
- 2. Vertical Earth (130 spaces) \$690,737.20 (\$5,313.36 per space)**
- 3. R& B Developer, Inc. (71 spaces) \$456,167.00 (\$6,424.88 per space)**
- 4. Woodward Construction Co., Inc. (70 spaces) \$625,700.00 (\$8,938.57 per space)**

After discussion on retaining walls options, a motion was made by Carrie Patterson and seconded by Shakeeb Ali to authorize City Administrator Phil Higgins to execute the necessary documents to award the bid for the Auxiliary Parking Lot to Vertical Earth in the amount of \$690,734.20. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent.

VI. AEO Marketing Presentation: Mr. Kevin Clemens gave a presentation about how to use Artificial Intelligence (AI) to stay ahead of the search evolution with the goal to

increase foot traffic and business visibility. He offered a free-trial for businesses in the City Center to try his method to increase their sales.

VIII. City Center Update: Cumming City Center Property Manager Jennifer Archer gave an update of new tenants and the events occurring at the City Center.

X. Adjournment: A motion was made by Carrie Patterson and seconded by Jason Evans to adjourn the meeting. The motion carried 3-0 with Brad Garmon, David Leathers and Lisa Mason absent.

DOWNTOWN DEVELOPMENT AUTHORITY

David Leathers, Chairman

Kelly Lamb, Vice Chair

Carrie Patterson, Member

Brad Garmon, Member

Shakeeb Ali, Member

Lisa Mason, Member

Jason Evans, Member

Attest:

City Clerk