

**DOWNTOWN DEVELOPMENT AUTHORITY DIRECTORS MEETING
CITY OF SNELLVILLE, GA
MEETING NOTICE**

Agenda

TYPE OF MEETING

- SPECIAL CALLED
- REGULAR MONTHLY MEETING
- CALLED

(X) A QUORUM OF THE MEMBERS OF THE FOLLOWING PUBLIC AGENCIES MAY BE IN ATTENDANCE AT THIS MEETING:

- MAYOR & COUNCIL
- DOWNTOWN DEVELOPMENT AUTHORITY OF SNELLVILLE
- DEVELOPMENT AUTHORITY OF SNELLVILLE
- URBAN REDEVELOPMENT AGENCY OF SNELLVILLE

DATE OF NOTICE: Monday, January 13, 2025
DATE OF MEETING: Wednesday, January 15, 2025

TIME OF MEETING: 4:00 PM
LOCATION: Snellville City Hall – 2nd Floor, Room 259

AGENDA:

I. CALL TO ORDER

II. MINUTES

- A. Approval of November 20, 2024 Regular Meeting Minutes

III. REPORTS

- A. Financial Report
- B. Cobblestone Report
- C. The Grove Report, Mercy Montgomery, Assistant City Manager, City of Snellville

IV. NEW BUSINESS

- A. Cobblestone Marketing Strategy

V. OLD BUSINESS

VI. EXECUTIVE SESSION

VII. ANNOUNCEMENTS

The next regular meeting is scheduled for Wednesday, February 19 at 4 PM at City Hall.

VIII. PUBLIC COMMENTS

IX. ADJOURNMENT

**DOWNTOWN DEVELOPMENT AUTHORITY DIRECTORS MEETING
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NOTIFICATION:

GWINNETT DAILY POST	4:28 PM	1/13/2025
ATLANTA JOURNAL "GWINNETT EXTRA"	4:28 PM	1/13/2025

As set forth in the Americans with Disabilities Act of 1992, the City of Snellville does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Matthew Pepper, 2342 Oak Road, Snellville, Georgia 30078 has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

The City of Snellville will assist citizens with special needs given proper notice (seven working days). Any requests for reasonable accommodations required by individuals to fully participate in any open meeting, program or activity of the City of Snellville should be directed to ADA Coordinator, 2342 Oak Road, Snellville, Georgia 30078, telephone number 770-985-3503.

EXECUTIVE SESSION

An Executive session may be called to discuss pending and/or potential litigation, settlement claims, administrative proceedings or other judicial actions, which is exempt from the open meetings act pursuant to O.C.G.A. section 50-14-2-(1). Further, discussion may include future acquisition, disposition, contract to purchase, and lease of real estate, which is excluded from the open meetings act pursuant to

O.C.G.A. section 50-14-3-(4). Upon the appointment, employment, compensation, hiring, disciplinary action or dismissal, or periodic evaluation or rating of a public officer or employee, which is excluded pursuant to O.C.G.A. section 50-14-3-(6).

**DOWNTOWN DEVELOPMENT AUTHORITY DIRECTORS MEETING
CITY OF SNELLVILLE, GA
MEETING MINUTES**

Wednesday, November 20, 2024

Members: Don Britt, Chair; Emmett Clower, Vice-Chair, Rafiq Ukani, Secretary, Dan LeClair, Treasurer, Norman Carter, Jr., and Jamey Toney were present. Deborah Jones was absent.

Guests: Mercy Montgomery, Assistant City Manager; Angie Strickland, Cobblestone Office Park Property Manager

CALL TO ORDER

Mr. Britt called the meeting to order at **4:00 PM**.

APPROVAL OF MINUTES

Mr. Carter made a motion, seconded by Mr. Clower, to approve the minutes for the meeting held on October 28, 2024. Six (6) in favor and zero (0) opposed, motion approved.

REPORTS

- A. Financial Report Mr. LeClair provided a report on the finances.
- B. Cobblestone Report Ms. Strickland provided a report on the Cobblestone Property.
- C. The Grove Report Ms. Montgomery provide a report.

NEW BUSINESS

- A. DDA Appointment to Snellville Tourism and Trade

Mr. Toney made a motion, seconded by Mr. Clower, to approve the Rozeena Noorani as the DDA's appointment to the Snellville Tourism and Trade board. Six (6) in favor and zero (0) opposed, motion approved.

OLD BUSINESS

None

EXECUTIVE SESSION

None

ANNOUNCEMENTS The next regular meeting is scheduled for Wednesday, December 18 at 4 PM at City Hall.

PUBLIC COMMENTS

Ms. Hardrick provided public comment.

**DOWNTOWN DEVELOPMENT AUTHORITY DIRECTORS MEETING
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MEETING MINUTES**

ADJOURNMENT

Mr. Clower made a motion, seconded by Mr. Ukani, to adjourn. Six (6) in favor and zero (0) opposed, motion approved. The meeting adjourned at 4:11 PM.

Approved as presented.

<hr style="width: 80%; margin-left: auto; margin-right: auto;"/> Downtown Development Authority, Chair	<hr style="width: 80%; margin-left: auto; margin-right: auto;"/> Secretary
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Cobblestone Office Park

Marketing Strategy

The Cobblestone Office Park in downtown Snellville offers affordable, below standard market office space in a prime location with growing momentum.

The space is owned by the Snellville Downtown Development Authority and leasing is managed by on-site staff.

Leasing Data

Currently (Fall, 2024) the Cobblestone has six vacant spaces:

- C-100
- C-201
- C-216/217
- E-100
- G-200
- G-201/202

The bulk of open spaces are second floor offices, which can be more difficult to lease due to access to the space by stairs.

Twenty-three offices have lease terms that expire in 2025:

- C-101
- C-103
- C-104/105
- C-207
- C-209
- C-210
- C-211
- C-212
- C-214
- C-215* *tenant vacated Fall, 2024 with and 10 mos. remaining*
- D-100
- D-102
- D-201/202
- E-102
- E-200
- E-202
- F-200
- F-201
- F-202
- F-203
- G-100
- G-101/102
- G-200

The remaining units have leases that expire:

- E-101: 2026
- F-100: 2026

Cobblestone has a strong history of retaining renters with most current tenants leasing at the property for more than three years, several leasing for over a decade, and one tenant in the space for nearly 40 years.

Many factors contribute to tenant decisions to renew leasing, both related to leasing rates as well as broader business needs.

Current Marketing Initiatives

A range of initiatives and content are currently employed to market leasable space as well as the strategic location of Cobblestone.

- A “feather” sign was installed in Fall, 2024 and contributed to a few calls of interest. Per sign ordinance, the sign is permitted for three, 14-day periods per year or one, 49-day period via permit from the City of Snellville
- The **Cobblestone Office Park Facebook page** (Cobblestone Office Park) features videos of leasable space as well as information about events, businesses, and activation near Cobblestone in downtown Snellville.
 - YouTube videos posted on the page serve a dual purpose in providing a visual tool to market and provide information to potential lessors
- Listing of leasable space on **LoopNet** was implemented around 2019. The site provides detailed information about leasable space and directly reaches customers seeking rental space.
 - LoopNet Link: www.loopnet.com/company/dda-snellville-cobblestone-office-park/snellville-ga/rdvj2g11/
- Listing of leasable space on **Crexi** was implemented in 2023. The site provides detailed information about leasable space and directly reaches customers seeking rental space.
 - Crexi Link: <https://www.crexi.com/lease/properties/763564/georgia-dda-snellville>
- Information about Cobblestone Office Park is listed on the Snellville Downtown Development Authority webpage (<https://www.snellville.org/boards-commissions/downtown-development-authority>). Content includes direct links to the LoopNet site, Cobblestone Facebook page, and some interior photos of office space

Previous Marketing Initiatives

Paper fliers yielded no identifiable results and required investment of financial resources for printing as well as staff effort for distribution that wasn't as targeted to consumers as online rental listings.

Information about Cobblestone was included in the Snellville Tourism and Trade **Snellville Spirit** printed publication in the past. The content presumably helps increase general awareness. However, the publication is geared toward a very broad community audience and content is usually focused on local events and quality of life rather than business owners.

A **website** has been discussed in the past among staff, Board, and City partners. While web presence is important, LoopNet and Crexi provide direct online marketing to an already-interested audience in the most targeted way, which is key to effective online presence.

Advertising Data

There is limited data on advertising outputs. Crexi markets an Intelligence product subscription to provide additional analytics, but the volume of data likely isn't worth the investment.

LoopNet provides some valuable information however, such as the number of people (826 at last check) and number of views of property listing (2,589 at last check) over the last 30 days as well as an annual report.

Staff insight and information on marketing demonstrates:

- Facebook marketing is an inexpensive investment to yield more views and potential interest. Past ads for \$30 yielded 1,900 target views and 2,342 impressions.
- Printed marketing doesn't seem to yield much movement on leasing inquiries.
- Regional relationships and word of mouth marketing presents opportunities for personal referrals

Proposed Marketing Initiatives

- Offer specific pricing options during "hard to lease" times or during long-term vacancies
- Work with a realtor for marketing of available spaces
- Consider targeted ads on LoopNet to reach people already seeking office space
- Utilize targeted Facebook ads on a regular basis
- Leverage relationships to share leasing information through regional stakeholders

Marketing Goals

- Increase awareness of Cobblestone as a leasing option
- Decrease vacancy rate
- Build working relationships and referrals from regional partners that can support word-of-mouth marketing
- Retain current strong tenants while also appropriately escalating rent rates to reflect the market

Next Steps: 2025

- Review and update the Cobblestone information included on the Snellville Downtown Development Authority web page (repeat annually at the beginning of each calendar year)
- Update Cobblestone Facebook page description and pinned posts with Crexi and LoopNet info and add any additional content
- Review Crexi and LoopNet content for any necessary updates or “refresh” of content (repeat monthly at the beginning of each month)
- Utilize the available analytics of LoopNet to measure marketing impact after marketing initiatives and annually. A weekly summary of data is provided and monthly information and annual report is easily accessible with current LoopNet subscription.
- Work closely with stakeholders to inform of leasing options that may be a fit for their network. Provide property flier if relevant
 - Gwinnett County Entrepreneurship Center
 - Regional Small Business Development Center (SBDC)
 - Snellville Tourism and Trade Commerce Club (monthly event)
- Price out and analyze value of working with realtor to market specific properties for lease
- Review options to offer special leasing deals (1 month free or reduced during holidays, etc) and implement as appropriate