

Course Curriculum Outline

(NOTE: The following course outline is based on previous offerings and is only intended to provide a general overview of the topics which are covered. The actual agenda used for the next offering of this course is subject to some variation.)

Course Title:

Downtown Development Authorities

Course Length:

8 hours

Course Description:

This course is directed at those who serve on Downtown Development Authorities and their directors, but is open to other elected officials. The topics include management of downtown as a valuable resource; the role of the authority and of board members and staff; DDA laws; and the day-to-day operations of an authority.

Objectives:

- Understand the function and purpose of a DDA
- Learn how to establish a DDA
- Gain a basic understanding of the legal structure of a DDA
- Ethics and Conflict of Interest
- Understand the importance of public and private partnerships
- The importance of being an effective board member
- The importance of Involvement of elected officials

AGENDA/ Outline:

- | | | |
|------------|--------------------------|---|
| 8:30—8:45 | Welcome & Overview | Brenda Hayes, Fanning Institute, UGA
Patrice Williams, Georgia Municipal Association |
| 8:45–10:00 | DDA Function and Purpose | Bill Russell, Fanning Institute, UGA |
- Why Create a DDA
 - Access to grants
 - Funding entity for business revitalization, expansion, retention
 - Funding entity for infrastructure improvements
 - Revenue bond conduit

- Developing Your Agenda & Implementation
 - Main Street and Better Hometown programs
 - Historic Preservation
 - Asset inventory and management
 - Asset acquisition and improvement
 - Marketing capabilities of a DDA
- Funding and Project Incentives
 - Operational funding
 - Project and deal making incentives

10:00-10:15 Break

10:15-12:30 DDA Law, Legal Issues Kirby Glaze, Glaze & Glaze, PC
Establishment and Legal Structure

- Membership
- DDA Powers
 - Inherent
 - Granted
 - Eminent domain
 - Additional taxing powers
- Ethics and Conflicts of Interest
 - Open meetings, Closed meetings
 - Open records
 - Fiduciary responsibilities, gratuities and private contributions
- Public-Private Partnerships

12:30-1:30 Lunch Break

12:40-1:00 Motivational Speaker Petty Chapman, President
Statesboro Bulloch County
Chamber of Commerce

1:30-2:00 Being an Effective Board Member and Working
With Your City Officials Barry Turner, Vice Chair
Statesboro Main Street and
DDA

2:00-2:45 Your Downtown Vision: Visual Explorer Brenda Hayes, Fanning Institute, UGA

2:45-4:15 Practitioners Panel Paula Dees-Toole, Vidalia
Panelist Presentations with Margaret Woodard, Augusta
Facilitated Q & A Lisa Sundrla, Savannah

Facilitator

Billy Parrish
Georgia Dept Community Affairs

4:15–4:30

Putting It All Together
Evaluations

Brenda Hayes, Fanning Institute, UGA

Adjourn