

Agenda – Work Session

City of McDonough

Special Called City Council Work Session

City Hall

Community Development Conference Room, 3rd Floor

Saturday, March 26, 2011 @ 8:00AM

8:00 Breakfast

8:15 Welcome/ Introductions / Meeting Goals Billy Beckett

8:25 Background / 18 Month Timeline Kathy Field

8:40 Capturing Key Concerns Martha Reimann

9:00 Why We Organized by Using the Main Street 4point Approach:

9:30 Questions / Comments/ Break

10:00 Organization

- Main Street Program
- Downtown Development Authority
- Tourism Commission
- Historic Preservation Commission
- Welcome Center Management and Location
- Coordination with All City Departments That: Affect Land Development, Business Recruitment, and Downtown Upkeep
- Coordinating Mechanisms and Staffing Issues
- Geographic Boundaries of Focus Area, Main St. Program, and DDA

10:45 Design

- Pedestrian / Streetscape Issues
- Design Standards
- Preservation of Historic Context and Resources
- Sign Controls

- Circulation, Parking and Multimodal Transportation in the Square
- Corridors and Gateways Design Standards
- Wayfinding System
- Form-based Codes and Other Updates to Development Regulations
- In-town Neighborhoods (Adaptive Reuse, Mixed-Use, Large or Special Areas Needing Rehabilitation)

11:30 Marketing /Promotions

- Refining Local and Regional Branding and Tourism Strategy
- Tourism Product Development (Protecting Historic Assets, Public Arts Program, Developing a Farmers Market, Trails, Alexander Park, Cultural, Historic and Nature Tourism)
- Incorporating High Tech and Web 2.0 Marketing
- Events' Analysis
- Budget and Revenue Sources for Marketing

12:15 Working Lunch

12:45 Economic Restructuring

- Fine Tuning Business Recruitment and Retention Strategy
- Controlling the Quality of Infill Development
- Mixed-use and Downtown Housing
- Tools, Incentives and Financing Mechanisms
- Using the Powers of the DDA and or Urban Redevelopment Agency
- Special Buildings and Development Opportunities

1:30 Implementation Strategy and Wrap-up

- Discussion on Pawnshops

2:00 Adjourn