



CITY OF
FORESTPARK

CITY OF FOREST PARK

DOWNTOWN DEVELOPMENT AUTHORITY STRATEGIC RETREAT

Thursday, July 23, 2026, at 9:00 AM

Delta Junior Achievement Discovery Center of Clayton County

1300 Southlake Circle Suite 1000

Morrow, GA 30260

[City Website](#)

Phone (404) 363.2454

ECONOMIC DEVELOPMENT

745 Forest Parkway

Forest Park, GA 30297

AGENDA

Eric Stallings, Vice Chair

JoAnn "Jay" Evans, Board Member

Kenneth Gray, Board Member

Delores Gunn, Board Member

Bambi Hayes-Brown, Board Member

Floyd Holland III (Tre Floyd), Board Member

Dhaval Shah, Board Member

Danielle Matricardi, Esq., DDA Board Attorney

Rochelle B. Dennis, Director of Economic Development

CALL TO ORDER/WELCOME: Chairman Eric Stallings called the Downtown Development Authority Strategic Retreat to order on July 23, 2026, to order at 9:14 a.m.

ROLL CALL

PRESENT:

Eric Stallings

Jay Evans

Delores Gunn (arrived at 9:52 a.m.)

ALSO PRESENT:

Mayor Gwen Ellison

Carl Geffken, City Manager

Danielle Matricardi, Esq., Authority Attorney

Rochelle B. Dennis, Director of Economic Development

John Wiggins, Director of Finance

Tony Lamar, Senior Accountant
Charise Clay, Main Street Manager
Dieuvalda Lamartiniere, Economic Development Staff Assistant

ADOPTION OF THE AGENDA WITH ANY ADDITIONS/ DELETIONS: Jay Evans made a motion to approve the agenda, noting that the Board Governance and Legal Responsibilities presentation has been revised to Ethical Responsibilities and Considerations. Eric Stallings seconded the motion. No vote was taken due to a lack of quorum.

STRATEGIC RETREAT

1. Downtown Development Authority Structure, Powers & Leadership, Kathryn Lookofsky, Carl Vinson Institute of Government

Kathryn Lookofsky of the Carl Vinson Institute of Government provided an overview of the Downtown Development Authority's legal structure, statutory powers, roles and responsibilities, and leadership requirements. The presentation emphasized effective governance, board member roles, fiduciary responsibilities, and the importance of aligning DDA actions with its statutory authority and community development goals.

2. Ethical Responsibilities & Considerations, Danielle Matricardi, Esq., DDA Attorney

Danielle Matricardi, Esq., DDA Attorney, provided an overview of the ethical responsibilities and legal considerations applicable to DDA board members. The presentation addressed conflicts of interest, transparency, fiduciary duties, appropriate board conduct, and the importance of making decisions in the best interest of the Authority and the community.

3. The Downtown Development Authority Projects, Properties, and Redevelopment Opportunities, Rochelle B. Dennis, Director of Economic Development

Rochelle B. Dennis, Director of Economic Development, provided an overview of the Downtown Development Authority's current projects, properties, and redevelopment opportunities. The presentation highlighted key assets, ongoing initiatives, potential development sites, and opportunities to strengthen downtown Forest Park through strategic investment, redevelopment, and public-private partnerships.

4. Downtown Development Authority Tax Abatements, Ed Wall, Financial Advisor

Ed Wall, Financial Advisor, provided an overview of the Downtown Development Authority's role in tax abatements and related financing tools. The presentation addressed the structure and purpose of tax abatements, key financial considerations, potential benefits and risks, and the importance of

evaluating incentives in relation to redevelopment objectives and long-term community impact.

Of specific discussion was the proposed tax abatement for Digital Realty and the pending Digital Realty Community Benefits Agreement. The discussion included the financial implications of the proposed incentive, the relationship between the tax abatement and the Community Benefits Agreement, and considerations for the Authority as it evaluates the proposed agreement and the associated economic development benefits.

5. Downtown Development Authority Financial Capabilities, Tony Lamar, Senior Accountant

Tony Lamar, Senior Accountant, provided an overview of the Downtown Development Authority's current financial position and capabilities. The presentation reviewed available financial resources, revenue and expenditure considerations, financial obligations, and the Authority's capacity to support future projects, investments, and redevelopment initiatives.

6. The Downtown Development Authority Forward: Strategic Priorities and Visioning, Rochelle B. Dennis, Director of Economic Development

Rochelle B. Dennis, Director of Economic Development, led a forward-looking discussion on the Downtown Development Authority's strategic priorities and vision for the future. The presentation focused on establishing clear goals, identifying opportunities for downtown investment and redevelopment, strengthening partnerships, and aligning the DDA's resources and activities with Forest Park's long-term economic development objectives.

**EXECUTIVE SESSION - Personnel, Litigation, Real Estate or Cyber Security
OCGA § 50-14-1**

ADJOURNMENT

The Downtown Development Authority Strategic Retreat adjourned at 4:00 p.m.

In compliance with the Americans with Disabilities Act, those requiring accommodation for meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 404-366-1555.