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"Your City for Family Living"

City of Trenton

Incorporated 1854

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March 7, 2005

To: Commissioners – City of Trenton

Subject: Downtown Development Authority Monthly Status Report

The most important item we have to report this month is the result of the Visioning Meeting on February 24, 2005.

Visioning Meeting

- Over 50 people participated in the session, almost double the number that usually attend this type of meeting per the representatives of the Georgia Department of Community Affairs.
- Over 50 ideas were generated to deal with downtown improvement, and
- Almost 20 people signed up to be on working committees whose job it will be address the ideas that came out of the session. We even have had some additional people volunteer after the fact.

The results of the idea generation portion of the session were voted on and sorted into priority order, depending on the number of votes. The result of the voting resulted in the following priority:

	Total Votes	Sorted By Votes	Committee Assigned
1.	21	Alternative Traffic Routes for Work & School (15) / Truck & Rush Hour Traffic Problems (6)	Organization
2.	13	"Branding" Trenton with a Design and Marketing Theme	Promotion
3.	12	Arts and Crafts Events Downtown	Promotion
4.	12	Shopping Village – Ability to Park and Walk Easily (2) / Lighting and Sidewalks (10)	Design
5.	11	Night Life Activities	Promotion

6.	8	Local Ownership of High-Speed Communication Network / Access	Economic Restructuring
7.	8	Place to Walk	Design
8.	8	Post Office Landscaping	Design
9.	8	Trenton Festivals	Promotion
10.	7	Seasonal Street Banners	Promotion
11.	6	Trees and Flowers	Design
12.	5	Engaging Signs at Entrances to Trenton	Design
13.	5	Senior Housing Downtown	Design
14.	4	Chamber Office Accessible to Highway	Promotion
15.	4	Civic Center	Design
16.	4	Covered Outdoor Arena for Events / Gathering Place	Design
17.	4	Cultural & Learning Center “life long learning	Design
18.	4	Farmer’s Market	Promotion
19.	4	Litter Ordinance Enforcement (4) / Clean up Downtown (6)	Organization
20.	4	New Business Development	Economic Restructuring
21.	4	Statues	Design
22.	4	Streetscape	Design
23.	4	Town Creek, Clean and Use	Organization
24.	4	Update Post Office (meet needs) & Library Parking, etc	Design
25.	3	Beautify Existing Buildings (3) / Quality Facade Designs (0)	Design
26.	3	Parking for Government Buildings	Organization
27.	2	Cooperative Business Attitude	Economic Restructuring
28.	2	Downtown Sewer Improvements	Organization
29.	2	Historic Preservation Plan	Design
30.	2	More Functional Art Downtown (Benches, Lights etc)	Design
31.	2	Survey Successfully Marketed Community Techniques	Promotion
32.	2	Underground Utilities	Organization
33.	2	Visible Atmosphere when Driving into Trenton	Design
34.	1	Lack of Child Care Facilities	Economic Restructuring
35.	1	Bakery	Economic Restructuring
36.	1	Better Variety in Retail	Economic Restructuring
37.	1	Involve Property Owners Downtown	Organization
38.	1	Lawn & Garden Supply Store	Economic Restructuring
39.	0	Alterations	Design

40.	0	Colors, Picnic Tables, Park Stuff Going On	Design
41.	0	Downtown Destination Activities	Promotion
42.	0	Focus on Business Development Opportunities in Trenton	Economic Restructuring
43.	0	Historic Murals Downtown	Design
44.	0	Improve Enhance Flea Market	Design
45.	0	Market Residential Quality of Life in Trenton	Promotion
46.	0	Marketing Campaign for Downtown and Create Images of Trenton	Promotion
47.	0	More Chamber Involvement	Promotion
48.	0	Property Behind Hardees Needs Revitalization	Economic Restructuring
49.	0	Refurbish Buildings	Design
50.	0	Remove Eyesores – Flea Market / Screen	Design
51.	0	Review All Infrastructure Needs	Organization
52.	0	Saddle, Horse, and Leather Theme	Economic Restructuring
53.	0	Signage	Design

As you know, the work of the Downtown Development Authority using the Better Hometown Program methodology requires all work to be assigned to four different working committees. The Visioning work is assigned as follows:

Ideas by Committee Assignment

	Sorted By Committees	Committee Name
12	Shopping Village – Ability to Park and Walk Easily (2) / Lighting and Sidewalks (10) (Have someone from Organization Committee involved as well)	Design Don Townsend
8	Place to Walk	Design
8	Post Office Landscaping	Design
6	Trees and Flowers	Design
5	Engaging Signs at Entrances to Trenton	Design
5	Senior Housing Downtown (Have someone from the Organization Committee involved in this as well)	Design
4	Civic Center (Have someone from Organization Committee involved in this as well)	Design
4	Covered Outdoor Arena for Events / Gathering Place	Design
4	Cultural & Learning Center “life long learning	Design
4	Statues	Design
4	Streetscape (Must have someone from the Organization Committee involved in this as well)	Design

4	Update Post Office (meet needs) & Library Parking, etc	Design
3	Beautify Existing Buildings (3) / Quality Facade Designs (0)	Design
2	Historic Preservation Plan	Design
2	More Functional Art Downtown (Benches, Lights etc)	Design
2	Visible Atmosphere when Driving into Trenton	Design
0	Alterations	Design
0	Colors, Picnic Tables, Park Stuff Going On	Design
0	Historic Murals Downtown	Design
0	Improve Enhance Flea Market	Design
0	Refurbish Buildings	Design
0	Remove Eyesores – Flea Market / Screen	Design
0	Signage	Design
8	Local Ownership of High-Speed Communication Network / Access (Must have someone from the Organization Committee involved in this as well)	Economic Restructuring Sydney Lynch
4	New Business Development (Have someone from the Design Committee involved in this as well)	Economic Restructuring
2	Cooperative Business Attitude	Economic Restructuring
1	Bakery	Economic Restructuring
1	Better Variety in Retail	Economic Restructuring
1	Lack of Child Care Facilities	Economic Restructuring
1	Lawn & Garden Supply Store	Economic Restructuring
0	Focus on Business Development Opportunities in Trenton	Economic Restructuring
0	Property Behind Hardees Needs Revitalization (Have someone from the Design Committee involved in this as well)	Economic Restructuring
0	Saddle, Horse, and Leather Theme	Economic Restructuring
21	Alternative Traffic Routes for Work & School (15) / Truck & Rush Hour Traffic Problems (6)	Organization Janet York
4	Litter Ordinance Enforcement (4) / Clean up Downtown (6)	Organization
4	Town Creek, Clean and Use	Organization
3	Parking for Government Buildings (Have someone from the Design Committee involved in this as well)	Organization
2	Downtown Sewer Improvements	Organization
2	Underground Utilities	Organization
1	Involve Property Owners Downtown	Organization

0	Review All Infrastructure Needs	Organization
13	“Branding” Trenton with a Design and Marketing Theme	Promotion Rex Harrison
12	Arts and Crafts Events Downtown	Promotion
11	Night Life Activities	Promotion
8	Trenton Festivals	Promotion
7	Seasonal Street Banners	Promotion
4	Chamber Office Accessible to Highway (Have someone from the Organization Committee involved in this as well)	Promotion
4	Farmer’s Market (Have someone from the Design Committee involved in this as well)	Promotion
2	Survey Successfully Marketed Community Techniques	Promotion
0	Downtown Destination Activities (Have someone from the Economic Restructuring Committee involved in this as well)	Promotion
0	Market Residential Quality of Life in Trenton (Have someone from the Design Committee involved in this as well)	Promotion
0	Marketing Campaign for Downtown and Create Images of Trenton (Have someone from the Design Committee involved in this as well)	Promotion
0	More Chamber Involvement	Promotion

At the end of the session, the following individuals volunteered, and we thank each and every one, to be committee members:

Promotion

Rex Harrison – Chairperson	657-5173
Bob Hellerstedt	
David Young	
Donald Marshall	
Elsie Lawson	
Evan Stone	
Janey Ettien	
Janis Ward	
Peter Cervelli	
Reece Fauscett	
Ted Camp	

Design

Don Townsend – Chairperson	657-6842
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Bob Dombrowski	
David Smith	
Eloise Gass	
Linda Jones	
Peter Cervelli	
Tracy Bleu	

Economic Restructuring

Sydney Lynch - Chairperson	(423) 802-2274
Allan Ward	
Becky Page	
Bill Marshall	
Diana Allen	
Lamar Lowery	
Peter Cervelli	
Tracy Blea	

Organization

Janet York – Chairperson	657-7585
Shane Ridley	
Evan Stone	
Anthony Emanuel	
Peter Cervelli	

The committee chairs are planning their first committee meetings right now. They still welcome volunteers.

Downtown Development Authority Meeting Schedule

The regular monthly meeting is the third Thursday of every month here at City hall from 6 to 7 PM. The next meeting is March 17, 2005.

Downtown Development Authority Legal Team

The Downtown Development Authority has unanimously agreed to engage David Smith of the law firm of Brinson, Askew, Berry, Seigler, Richardson & Davis of Rome, Georgia. He is currently Assistant City Attorney of the City of Rome, and attorney for Rome’s Downtown Development Authority. His firm is also counsel for Northwest Georgia Housing Authority, and the Rome-Floyd County Development Authority.

Traffic – The Number 1 Issue from the Visioning Meeting

On Wednesday, March 9, 2005, The Mayor and I will be in Atlanta to start lobbying our elected representatives and other State officials for help in solving our traffic challenges here in Trenton.

This is a complex problem and it will take a great deal of our effort and time and the support from many State and Regional agencies, as well as from our county government.

Our agenda will not be limited to just traffic. Economic development and tourism are also on our agenda.

Peter Cervelli
Better Hometown Manager
City of Trenton