

LEGACY | DECATUR

Agenda

Legacy Decatur Board

Thursday , September 24, 2020

Due to the Public Health State of Emergency this meeting will be held remotely

EXECUTIVE SESSION – 5:00 P.M.

Personnel Matters

REGULAR LEGACY BOARD MEETING

5:30 P.M.

Access Instructions

There will not be a physical location for members of the public to attend. The public may view the regular meeting by registering at:

<https://us02web.zoom.us/meeting/register/tZMsf-GuqjMoE9fjTk2eMXvYdrFHCet6g4BV>

AGENDA

- I. Call to Order by Chair
- II. Approval of Minutes
Approval of Minutes of the Meeting of August 27, 2020
- III. Adoption of Meeting Schedule for Remainder of 2020
- IV. Agenda Action Items
 - A. Short Term Work Program through December 31, 2020
Recommend approval of work program for quarter beginning October 1, 2020 – December 31, 2020
 - B. Short term budget covering October 1 2020- December 31 2020
Recommend adoption of short-term budget

V. Proposed Board Retreat

Discussion of meeting date options, format and topics

VI. Additional Business

This agenda was posted on Monday, September 21, 2020.

DRAFT

Decatur Legacy Board
Minutes
August 27, 2020

The meeting was called to order by chair Tony Powers. Board members attending in addition to Mr. Powers: Andrea Arnold, Mark Arnold, Ed Bowen, Mark Ethun, Patti Garrett, Allen Mast, Peggy Merriss, Paul Mitchell, and Meredith Struby. Brian Smith was unable to attend.

The minutes of the July 30, 2020 meeting were presented. Peggy Merriss offered a motion to approve the minutes. The motion was seconded by Andrea Arnold and approved by unanimous consent.

An updated financial report prepared by Burge & Assoc. covering January 2020 – July 2020 was presented for board review. The primary activity during this period represented donations to the Decatur United Fund Campaign in support of the small business loan program. In June, \$58,748 that had been collected for this effort was transferred to the account created by the Decatur Development Authority to manage the loan program. Since June, an additional \$3600 has been collected. This amount will be transferred. The general operating account balance is \$36,000.

Ed Bowen presented a motion accepting the financial report. Allen Mast seconded the motion and it was approved by unanimous consent.

Tony Powers asked Andrea Arnold to provide board members with an update on the proposed Operations Management Agreement with the City of Decatur for the operation of Legacy Park. Ms. Arnold reported that the City Commission approved the final version of the document at their meeting on August 17, 2020. The agreement is effective October 1, 2020 and runs through June 30, 2023 at which time it can be renewed. Legacy Decatur will receive \$45,340 quarterly to cover administrative costs in accordance with the management agreement. The intent of the partnership is for the Legacy Decatur board to generate enough revenue through rental income at the property to become self-sufficient. The final agreement expanded on the original Letter of Intent approved last year and clarifies how revenue generated at Legacy Park in excess of administrative costs would be transferred back to the City of Decatur.

Allen Mast asked about covenants included in the final agreement. Ms. Arnold explained that because the property was purchased with tax exempt bonds, there are certain constraints as to how the property may be used. These are spelled out in the covenants and need to be considered when potential tenants are recruited and when RFPs for developments are issued in

the future. She recommended that the City's bond council be invited to meet with the board in the next few months to answer questions.

Tony Powers asked if there was a motion to approve the Management Agreement. Allen Mast presented a motion to approve the document as presented. Ed Bowen seconded the motion and it was approved by unanimous consent.

The board was asked to review the Financial Policy document. It was included in documents reviewed by the board at their January 2020 meeting and was held for additional discussion in February. At the February meeting, board members made several recommended changes to clarify the policy and the board was to include adoption of the policy on the March 2020 board agenda. With the focus on establishing the low interest loan program and setting up an on-line donation tool in support of this effort, final action of the Financial Policy was delayed. Board action is needed to approve the document.

Peggy Merriss suggested that language referring to the Decatur Legacy Project be replaced with "Legacy Decatur". Mark Arnold suggested the addition of an additional bullet point under "Asset Protection" section to read *The Board shall select an outside accounting firm to conduct an annual audit of the corporation's financial operations within 90 days of the end of each fiscal year starting with the close of the FY21 fiscal year on December 31, 2021.* Allen Mast presented a motion accepting these recommendations. Peggy Merriss seconded the motion and it was approved by unanimous consent.

Peggy Merriss presented a motion to adopt the Financial Policy document with the approved changes. Andrea Arnold seconded the motion and the Financial Policy was approved by unanimous consent.

A draft work program and working budget for the period October 1, 2020 – December 31, 2020 was presented for the board to review. The budget and work program cover the last quarter of the organization's fiscal year and takes into account the approved management agreement that goes into effect on October 1st. The board will need to develop and adopt a work program and budget for FY2021 for consideration and adoption by the end of December 2020. To assist with this effort and focus on the new partnership with the City, the board needs to schedule a retreat this fall. After the retreat, the board should request a work session with the city commission to present the Legacy Decatur work program and budget for the Legacy Board's 2021 fiscal year which begins January 1, 2021.

Allen Mast suggested that a retreat agenda include a discussion around a process for accomplishing work at Legacy Park (Prioritizing and implementing elements of the plan; clarifying process for submitting recommendations to the city commission; funding and partnership opportunities; and, identifying committees).

There was a discussion related to next steps in preparation for October 1st start date of the management agreement. The required liability insurance policies are in the works and will be in place by the start date. The required separate checking account for rental revenue is also being set up. A committee was appointed consisting of Mark Arnold, Allen Mast, Peggy Merriss, and Meredith Struby to develop a job description for an executive director, direct the recruitment and interview process and make a recommendation to the board by the end of 2021.

There was no additional business. The next meeting of the board is scheduled for Thursday, September 24th. Andrea Arnold presented a motion to adjourn the meeting. The motion was seconded by Mark Arnold and approved by unanimous consent.

LEGACY | DECATUR

MEMORANDUM

TO: LEGACY DECATUR BOARD MEMBERS
FROM: TONY POWERS, CHAIR
RE: MEETING DATES FOR FUTURE MEETINGS
DATE: SEPTEMBER 16, 2020

Following is a proposed schedule for Legacy Decatur Board Meetings for the remainder of 2020. Currently, the board meets every other month on the fourth Thursday of the month at 5 p.m. The Board can always meet monthly or have a called meeting to address necessary business. The Board is currently holding virtual meetings via Zoom. When the Board can safely return to in-person meetings, those meetings will be held in the first-floor board room of the Administration Building at Legacy Park, 500 S. Columbia Drive, Decatur, GA.

2020

September 24, 2020

~~November 26, 2020 (Thanksgiving -- Holiday)~~

December 10, 2020 (Proposed alternate meeting date)

Legacy Decatur Recommended Short-Term Workplan Through December 2020

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| | | |
| Organization and Board Development | | |
| | | Schedule annual board retreat to develop a process for plan implementation, priority setting and leasing policies at Legacy Park and broader organization goals |
| | | Work with City Manager to schedule a joint work session with City Commission following board retreat |
| | | Work with Board to develop 2021 Work Program and Operations Budget for adoption in December 2020 |
| | | Increase organization awareness and presence in the community |
| Revenue Generation | | |
| | | Support the Season of Giving Committee by promoting their "virtual" program for 2020 and providing on-line donation capability. |
| | | Work to identify possible small wedding event and or film production booking within the scope of Covid 19 policies during the quarter |
| | | Identify and implement marketing strategy for wedding and film production bookings targeting 2021 |
| Legacy Park Management | | |
| | | Update existing leases with current non-profit office tenants through end of 2020 and negotiate new leases effective January 2021 |
| | | Adopt tenant and project selection policies |
| | | Coordinate with the city on the implementation of dining hall and kitchen renovations included in current city capital budget |
| | | Identify program partner opportunities to expand on-site programming in support of master plan (e.g. environmental education) that meet current corona virus property use restrictions and require minimal capital |
| | | Develop and adopt work program and budget recommendations for Legacy Decatur 2021 fiscal year and submit to the City along with recommended capital projects at Legacy Park as part of the City's FY22 budget process. |
| | | Expand informational and educational signage throughout the campus to educate and inform visitors and community members about elements of the master plan |
| | | Identify small implementation projects that can be accomplished with community volunteers to engage with the community and encourage community connection and engagement with the property. (e.g. Celebrate and support community volunteer efforts to create and maintain the DH/S cross country track/community trail; Schedule socially distanced gardening and landscape volunteer days to reclaim planter beds and remove invasives in central campus area and create pollinator garden in front circle) |
| | | Develop business plans for at least three existing building rental concepts for board review and use in finalizing Legacy Decatur FY21 budget |
| | | Provide strategic, tactical, and communications support for all activities |
| Relationship Development and Management | | |
| | | Increase visibility of the organization as a convener and supporter of community programs and local non-profits by providing on-line donation platform and promotion of the 2020 Season of Giving "virtual gifting" plan and similar community-based programs and activities |
| Social Media Development | | |
| | | Address multiple channels — Facebook, Twitter, Instagram-- to provide up to date and informative information about the organization and efforts at Legacy Park |
| | | Cultivate audiences through ongoing community-facing conversation |
| | | Reinforce organizational priorities through curated storytelling |
| | | Produce at least one new episode of Tiny Legacies video series (perhaps focused on cross country track, small business loan program or Season of Giving Project) |
| Legacy Decatur Website | | |
| | | Develop long-form community profiles on legacydecatour.org |

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|---------------------------------------|--------------------------------------------------------------------------------|
| | Build out inventory of project profiles |
| Legacy Park Standalone Website | |
| | Develop site architecture and content organization |
| | — Overview of property and its master plan |
| | — Online listing/tour of facilities and amenities |
| | — Directory of tenants |
| | — Ability to schedule and pay for facilities use |
| | — Latest news |
| | Coordinate with City of Decatur to link to Decatur Active Living/Parks website |
| | Provide art direction for site design and page layout |
| | Write content |

Legacy Park Operations Management Budget

Oct 1 2020 - Dec 31 2020

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|---------------------------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| REVENUE | | |
| Administration Building Leases | \$7,500.00 | Current lease income from non-profit tenants in Administration Building for 3 month period |
| Misc. Rental | \$0.00 | Current Covid Policies limit opportunities for short term/event rentals |
| City Of Decatur Administrative Cost Payment | \$45,340.00 | Per Agreement -- October 1 - Dec 30 Period |
| TOTAL Revenues | \$52,840.00 | |
| Expenditures | | |
| Personnel | | |
| Part-time Director | \$9,600.00 | 20 hrs per week @\$40 |
| Part-time Receptionist/Admin | \$0.00 | 20 hrs per week @ \$20/hr but propose holding on start date until 2021. |
| TOTAL Personnel | \$9,600.00 | |
| Other Services and Charges | | |
| Professional Services | \$20,000.00 | Web site design and expansion, marketing, graphic design (\$14,000); retreat facilitation (\$5,000), legal (\$600), accounting(\$400) |
| Contractual Services | \$1,500.00 | misc contracts for services |
| Insurance Premiums | \$3,000.00 | estimated annual premium to meet management agreement requirements |
| Postage | \$400.00 | misc mailings and end of year donor letters |
| Telephone and Internet Services | \$675.00 | Possible event rental ad placements to attract rentals for 2021 |
| Advertising | \$1,200.00 | rack cards, rental promotions, plan reproduction |
| Printing | \$1,000.00 | Large site maps/banners throughout the site |
| Signage | \$2,500.00 | illustrating future plans from Master Plan |
| TOTAL Services and Charges | \$30,275.00 | |

Supplies

Supplies-Office

\$300.00

printer paper, ink, misc costs

Supplies-Specialized Office

\$750.00

including landscaping support for master gardeners

Computer Equipment

\$0.00

personal laptop and printer for now. Anticipate purchase or lease of printer in future budget

Small Equipment

\$0.00

TOTAL Supplies

\$1,050.00

TOTAL EXPENDITURES

\$40,925.00

REVENUES LESS EXPENDITURES

\$11,915.00