

City of Norcross

65 Lawrenceville Street
Norcross, GA 30071



Meeting Agenda

Thursday, February 13, 2025

6:00 PM

2nd Floor Conference Room

Norcross Downtown Development Authority

Chair Jim Eyre

Vice Chair Brenden Frazier

Board Member John Bemis

Board Member Tim Moresco

Board Member Josh Bare

Board Member Lauren Summers

Board Member Liz Jackson

A. Call to Order - Jim Eyre, Chair

PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES

B. Meeting Administration**a. Roll Call****b. Approval of Previous Meeting Minutes**

[Norcross Downtown Development Authority - Norcross Downtown Development Authority - January 9, 2025 6:00 PM](#)

c. Public Input**d. Council Update - Josh Bare****e. Economic Development Update****f. Operations Report - Will Shipley****g. Downtown Manager's Report - Stephanie Newton****a. Board General Updates****Unfinished Business**

(1) Skin Alley Extension

(2) Wingo Street Acquisition

(3) Planning Session

B. New Business

(1) Social Fox Business Grant

[25-2-13 Social Fox DDA Grant Memo](#)

(2) Accounting Options

C. Treasurers Report - Tim Moresco

C.c.1 - 2025 Budget Discussions

D. Recess for Executive Session**E. Executive Session: Real Estate, Personnel, or Legal Matters****F. Return to Open Session for Actions from Executive Session, if necessary.**

NEXT MEETING: Thursday, March 13, 2025

City of Norcross

*65 Lawrenceville Street
Norcross, GA 30071*

Meeting Minutes

Thursday, January 9, 2025

6:00 PM

2nd Floor Conference Room

Norcross Downtown Development Authority

Chair Jim Eyre

Vice Chair Brenden Frazier

Board Member John Bemis

Board Member Tim Moresco

Board Member Josh Bare

Board Member Lauren Summers

Board Member Liz Jackson

Minutes Acceptance: Minutes of Jan 9, 2025 6:00 PM (b. Approval of Previous Meeting Minutes)

A. Call to Order - Jim Eyre, Chair***PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES***

Attendee Name	Title	Status	Arrived
Jim Eyre	Chair	Present	
Brenden Frazier	Vice Chair	Present	
John Bemis	Board Member	Present	
Tim Moresco	Board Member	Tardy	
Josh Bare	Board Member	Present	
Lauren Summers	Board Member	Present	
Liz Jackson	Board Member	Present	

Norcross Downtown Development Authority was called to order at 6:00 PM by Chair Jim Eyre

B. Meeting Administration**a. Roll Call****b. Approval of Previous Meeting Minutes**

Norcross Downtown Development Authority - Norcross Downtown Development Authority -
Dec 12, 2024, 6:00 PM

RESULT:	APPROVED [UNANIMOUS]
MOVER:	John Bemis, Board Member
SECONDER:	Brenden Frazier, Vice Chair
AYES:	Eyre, Frazier, Bemis, Bare, Summers, Jackson
TARDY:	Tim Moresco

c. Public Input

T. Moresco arrived at 6:05pm.

J. Bemis made a motion to move NEW business item 1 up to after public input.
Second: J. Bare. Unanimous.

(1) Skin Alley Improvement Grant - 45 South Peachtree St

(1) Skin Alley Improvement Grant – 45 South Peachtree St – The applicant presented to the DDA about the particulars of his application for the Skin Alley Improvement Grant. He asked for grant funds to 1.) connect to the Skin Alley Grease Trap; and 2.) Upgrade the patio area facing Skin Alley.

J. Eyre asked about the importance of the connection to the grease trap. The applicant stated that the business cannot expand its food and beverage offerings and thereby draw additional patrons until the grease trap connection is completed. J. Eyre asked about the plan for the additional food and beverage offerings, and the applicant provided details. The applicant also stated that he wants to improve the aesthetics of the property facing Skin Alley to encourage pedestrian traffic on Skin Alley. The DDA and applicant also discussed potential signage improvements.

J. Bare made a motion to approve \$15,000 in grant funds to be paid as reimbursement for documented paid expenses incurred to connect to the Skin Alley grease trap and to

allow the applicant to return in the future with requests for additional grant funds. Second: B. Frazier. Unanimous.

d. Council Update - Josh Bare

J. Bare stated council honored Pat Eidt, who recently passed away. Council also recently approved a new pocket park/outdoor dining space project for downtown.

e. Economic Development Update

W. Newton reported that the Publix Credit Union building sale recently closed. Savage Pizza is opening soon. W. Newton also stated that this is his last meeting with the DDA because he has taken a new job.

f. Operations Report - Will Shipley

W. Shipley discussed recent roof work estimates received by the city for 125 Lawrenceville Street. He also stated that Suite 400 recently had an electrical issue.

1 – 125 Lawrenceville Street; Suite 400 – B. Frazier discussed HVAC report results for the space and 2 potential modifications to the existing system that could be made.

g. Downtown Manager's Report - Stephanie Newton

Downtown Manager's Report – S. Newton submitted a written report to the DDA, and J. Eyre presented it to the DDA.

a. Board General Updates

Unfinished Business

(1) Skin Alley Extension

J. Eyre stated he is reengaging with the property owners about obtaining the easements.

(2) Wingo Street Acquisition

J. Eyre reported that the tenants will remain in the properties until the temporary occupancy agreements expire in February. J. Eyre is working on permitting issues for the anticipated improvement work for the properties. J. Eyre stated additional survey work will be needed/helpful for permitting.

J. Eyre made a motion to approve the proposal from Georgia Land Surveying up to \$4,000 for additional surveying work at the Wingo Street properties. Second: L. Summers. Unanimous.

B. New Business

(2) Planning Session

J. Eyre asked about setting up a future planning session to brainstorm and plan ahead for the future goals and operations of the DDA.

C. Treasurers Report - Tim Moresco

T. Moresco stated the Wingo Street Bond closed, and a new bond account was opened at Piedmont Bank for that bond. The DDA now has 3 bond payments it makes twice per year. T. Moresco said he would like to see the DDA revisit the approved budget and be more careful about adhering to the budget as it moves forward. J. Eyre stated he is investigating what would be involved in the DDA becoming more financially independent from the City and the DDA retaining its own accountants.

D. Recess for Executive Session

No executive session

E. Executive Session: Real Estate, Personnel or Legal Matters

No executive session.

F. Return to Open Session – No executive Session

J. Bare motion to adjourn the meeting. Second: J. Bemis. Unanimous. 7:32 pm

NEXT MEETING: THURSDAY, February 13, 2025

Minutes Acceptance: Minutes of Jan 9, 2025 6:00 PM (b. Approval of Previous Meeting Minutes)



To: Jim Eyre, Chairman, Downtown Development Authority
Fm: Social Fox Brewing & Distillery
Re: DDA Business Improvement Grant

Dear DDA –

We are writing to you today to seek a business improvement grant from the DDA. In order to expand and grow our business, we recently went through the process of obtaining appropriate licensing from the federal, state, and local levels that would allow us to produce distilled spirits in addition to malted beverage products. As of a few weeks ago, we were granted the final license and officially became Social Fox Brewing & Distillery.

Over the 4+ years since we began operations, we have more than doubled our brewing capacity, expanding packaged product distribution significantly, and continued to look for ways to better serve the Norcross and surrounding area communities. Craft distilling was the natural next step in our evolution, and a necessary one to help ensure we can survive as a local business. However, the licensing fees required, particularly by the City of Norcross, are at the moment a financial burden until we can produce enough product and generate revenue to offset that expense. As part of the process we were required to obtain the Federal then city licenses prior to applying for State of Georgia. The city granted our license back in June of this past year. The State of Georgia finally granted our permit less than a month ago. However, the city now required us to renew the license effective first of the year. We will effectively pay for two years of licensing before ever producing our first batch of distilled spirits.

As we know the DDA's mission is to promote the growth and sustainability of local businesses, we would like to be considered for any development grant opportunity that could help defray the \$3,000 cost of our city licensing for year.

Please advise on if this is something the DDA would take under consideration and what the process would be from our end.

Thank you,

Mike Green, Kevin Keyes, & Mark Klafter

Social Fox Brewing & Distillery Ownership Team