



Downtown Development Authority of Holly Springs

Holly Springs Public Safety Building, Council Chambers
3235 Holly Springs Pkwy. Holly Springs, GA 30115
Wednesday, November 20, 2024 | 6:00 PM

Ollie Evans - Chair | Abbey Gray | Maggie Grayeski

Andrea Johnston | Scott Owen - Vice Chair | Ryan Smith | Kyle Whitaker

AGENDA

I. CALL TO ORDER

II. OLD BUSINESS

III. NEW BUSINESS

- A. 2025 Budget Appropriation for the Year Ending December 31, 2025.
- B. September 25, 2024 Downtown Development Authority of Holly Springs meeting minutes.
- C. Downtown Development Authority of Holly Springs membership appointments.

IV. REPORTS

V. ADJOURNMENT

City of Holly Springs
Fiscal Year 2025 Proposed Budget
Downtown Development Authority

Account Number	Description	Budgets		Variance
		FY2024 Budget	FY2025 Budget	
555-0000-13-4000	Prior Year Fund Balance	5,000	-	(5,000)
555-0000-38-9000	Other Miscellaneous Revenues	-	6,500	6,500
555-0000-39-2200	Proceeds from Sale of Property	2,550,000	500,000	(2,050,000)
	TOTAL REVENUES	\$ 2,555,000	\$ 506,500	\$ (2,048,500)
555-7550-52-3600	Dues and Fees	500	500	-
555-7550-52-3700	Training	250	250	-
555-7550-52-3860	DDA Meetings	-	3,000	(3,000)
555-7550-53-1700	Other Expenditures	250	250	-
555-7550-57-1000	Stormwater	2,500	2,500	-
555-7550-57-2000	Sponsorships	1,500	-	1,500
555-7550-61-1000	Transfer to Primary Government	2,550,000	500,000	2,050,000
	TOTAL EXPENDITURES	\$ 2,555,000	\$ 506,500	\$ 2,048,500

**City of Holly Springs
Downtown Development Authority of Holly Springs Minutes
September 25, 2024**

Authority Members Present: Chairman Ollie Evans, Authority Member Andrea Johnston, Authority Member Ryan Smith, Authority Member Kyle Whitaker.

Authority Members Not Present: Vice Chairman Scott Owen, Treasurer Maggie Grayeski, and Authority Member Abbey Gray.

Staff Present: City Manager Robert H. Logan, Community Development Director Nancy Moon, Communications & External Affairs Director Erin Honea, and Lieutenant Naveed Babar.

I. CALL TO ORDER

Chairman Evans called the Downtown Development Authority of Holly Springs Meeting to order.

II. OLD BUSINESS

III. NEW BUSINESS

A. Inducement resolution of the Downtown Development Authority of Holly Springs approving a proposed financing for the benefit of Holly Springs Senior Housing, LLC or its designee or designees and authorizing the execution of an inducement letter.

Chairman Evans made a motion to approve. Authority Member Whitaker seconded the motion. Motion failed due to an affirmative vote of the majority of members present. Yes 2, No 2, Abstained 0. Secretary Johnston and Authority Member Smith voted no. None abstained.

Authority Member Whitaker made a motion to enter into recess in order to allow staff to review Authority bylaws regarding voting procedures. Chairman Evans seconded the motion. Motion carried. Yes 4, No 0, Abstained 0.

Authority Member Whitaker made a motion to reenter the meeting. Chairman Evans seconded the motion. Motion carried. Yes 4, No 0, Abstained 0.

Authority Member Whitaker made a motion to approve. Chairman Evans seconded the motion. Motion carried. Yes 3, No 0, Abstained 1. Secretary Johnston abstained.

B. August 21, 2024 Downtown Development Authority of Holly Springs meeting minutes

Chairman Evans made a motion to approve the minutes. Authority Member Johnston seconded the motion. Motion carried. Yes 4, No 0, Abstained 0.

IV. REPORTS

V. ADJOURNMENT

Chairman Evans made a motion to adjourn the meeting and move into Executive Session for the purpose of Real Estate. Authority Member Whitaker seconded the motion. Motion carried. Yes 4, No 0, Abstained 0.

VI. EXECUTIVE SESSION

A. Real Estate

Respectfully Submitted.

Ollie Evans, Chairman

Erin Honea, Communications & External Affairs Director

ITEM REPORT

AGENDA ITEM NUMBER: III.C.



FROM: Ollie Evans, Chairman

MEETING DATE: November 20, 2024

AGENDA ITEM: Downtown Development Authority of Holly Springs membership appointments.

EXECUTIVE SUMMARY:

Abbey Gray sent her resignation from the Downtown Development Authority of Holly Springs on November 13, 2024. We have three applications for consideration to fill the unexpired term of Ms. Gray, which will end December 31, 2027.

Kyle Whitaker's annual term will expire December 31, 2024.

The Authority's recommendation will be submitted to City Council for appointment.

FISCAL IMPACT:

N/A

ATTACHMENTS:

1. Matt Ackerman_Redacted
2. Yousef Alvi_Redacted
3. Steve Miller_Redacted

RECOMMENDATION:

Staff defers to the recommendation of the Authority.

CONCURRENCES:

City Manager

Board & Community Organization Application

The City of Holly Springs believes engaged citizens are the key to a high-functioning, well-informed government. The City aims to tap into the invaluable insight that only citizens can offer through various boards, commissions, and authorities. The members of these governing bodies will make decisions for our community as well as recommend and review City policies. This application will assist elected officials, incumbent board members, and staff in reviewing applicant eligibility and qualifications for board membership.

Please select the Boards or Community Groups on which you would like to serve.

Cherokee County Library Board of Trustees
Downtown Development Authority/Urban Redevelopment Agency
Tree Commission
Parks & Recreation Authority
Planning & Zoning Commission
Any available

Name

Matt Ackerman

Address

705 Creekwood Lane, Canton, Georgia 30114

Email

[REDACTED]

Phone #

[REDACTED]

This is a
Cell Phone

Job Title/Occupation

Product Line Manager

Who are you employed by?

Carestream Dental

Are you a registered voter in Cherokee County?

Yes

Are you willing to participate in required trainings?

Yes

Were you recommended or nominated by a sitting City council/commission/board member or Mayor?

No

Please list any information (experience, education, community activities, organization memberships, etc.) that you think should be considered for your appointment to a board or commission.

I run a division of a software company that serves thousands of customers and tens of thousands of users. I regularly interface with customers to understand what they are interested in seeing in our software. My responsibilities also include organizing twenty different people (none of whom report directly to me) from a variety of departments to produce and commercialize new software products every quarter. I have the mindset to plan a large scale project and the interpersonal skills to organize the people into action.

Above all, I am an active and interested member of the community.

Attach a your resume here.

Matt Ackerman - 2024.7.pdf

Are there any reasons that you may have a conflict of interest if you were appointed to one of the City of Holly Springs boards or commissions?

No

Signature & Applicant Statement: I understand that I am applying for an appointment to a board, commission, and/or authority with the City of Holly Springs. I understand that the body for which I am being considered may require an interview prior to consideration for such appointment. In addition, I will be required to take an Oath of Office obligating that I perform faithfully and impartially the duties of office. I understand that my application will remain on file until the end of the current calendar year, at which time I will be required to submit a new application. I agree to comply at all times with requirements of the office for which I am applying and to which I may be appointed. All statements and information provided in the application are true to the best of my knowledge.

A handwritten signature in black ink, appearing to read 'Matt Ackerman', followed by a single period '.'.

PROFESSIONAL EXPERIENCE

Carestream Dental, Atlanta, GA
Senior Product Line Manager
(CPO Direct report)

3/2010-Present

Carestream Dental is a global leader in digital dental technology, with a focus on delivering cutting-edge imaging, software, and practice management solutions, empowering dental professionals to enhance diagnosis, treatment planning, and patient communication.

Provide leadership for 5 specialty dental software products with 4000 customers, generating 4.3% CAGR in a saturated and stable market. Launched two new cloud products in 2021 and 2023 which contributed \$4.5MM in revenue from 190 new customers. Responsible for driving product strategy and defining the development roadmap to enhance and optimize new and existing features in the current product line while driving continued financial growth. Coordinate cross-functional teams to deliver successful product launches while interfacing with end users to obtain voice-of-customer input and act as a trusted guide at all in-person events.

- **Product Strategy:** Develop and execute a comprehensive product strategy aligned with company goals and market trends. Define and prioritize features, enhancements, and attractive new products based on market demand.
Example: Established new software for the lucrative oral surgery market and defined an 18-month roadmap.
- **Cross-Functional Collaboration:** Alignment-building with cross-functional teams, including engineering, marketing, sales, and customer support, to ensure successful product development and launch. Foster a collaborative environment that encourages strategic thinking, analytical skills, teamwork and innovation. Effectively communicate product strategy and updates to internal stakeholders.
Example: Produced an emergency PCI Compliance tool that was deployed to 100% of target sites in less than six months, meeting the PCI DSS deadline.
- **Product Lifecycle Management:** Oversee the entire product lifecycle from ideation to end-of-life, ensuring products meet quality standards and market expectations. Responsible for roadmap development and release timelines in an agile environment.
Example: Launched a 4-year migration campaign of legacy products to premier applications using a pricing, product gap closure and proactive marketing strategies.
- **Market Positioning:** Define and communicate the value proposition of the product line to customers and internal teams. Analyze competitive offerings and market trends to ensure our products maintain a competitive edge.
Example: Deliver topical presentations annually to large audiences at major trade shows. Attendance would range from 15 people (small classrooms) to 300 attendees (ballroom).

- **Financial Management:** Drive revenue growth through effective pricing strategies, upsell/cross-sell opportunities, and market expansion initiatives. Develop and manage budgets, forecasts, and financial goals for the product line.
Example: Defined clear sales strategy enabling successful cloud migrations generating an additional \$630K in non-recurring cross-sales revenue from established customers.
- **Customer Interface:** Conduct market analysis and user research to identify customer needs, competitive landscape, and industry trends. Speak persuasively on relevant market, technology or product topics at trade shows and annual customer meetings ranging from small breakouts to large groups.
Example: based on customer feedback analysis of large enterprise organizations identified during sales meetings, creatively created an ad hoc product to generate \$470K in one year and beat AOP expectations.

Carestream Dental, Atlanta, GA
Director, Quality Assurance
(VP of Dev Direct report)

11/2007-3/2010

Leading efforts to ensure the highest level of quality in our software products and x-ray equipment. Strategic leader overseeing all aspects of quality assurance, including testing processes, quality standards, and compliance requirements. Building and leading high-performing QA teams and implementing best practices to deliver exceptional software solutions to market. *Drove cost savings by reducing salary costs by 10% annually while increasing quality.*

- **Strategic Leadership:** Develop and execute a comprehensive quality assurance strategy aligned with company goals and industry best practices. Establish quality metrics and key performance indicators (KPIs) to measure and improve QA effectiveness and efficiency. Provide strategic guidance and leadership to the QA team, fostering a culture of quality excellence and continuous improvement.
- **Team Management:** Build and lead a talented QA team, including hiring, training, mentoring, and performance management. Delegate tasks and responsibilities effectively, ensuring optimal utilization of resources and alignment with project priorities. Promote collaboration and teamwork within the QA team and coaching across other functional areas.
- **Quality Assurance Processes:** Define and implement comprehensive QA processes and methodologies, including test planning, test site recruiting, execution, usability testing and reporting. Develop and maintain automated testing frameworks and tools to streamline testing efforts and improve efficiency. Conduct regular reviews and audits to identify areas for process improvement and optimization.
- **Product Quality:** Establish and maintain quality standards for software products, ensuring they meet or exceed customer expectations and industry regulations. Coordinate with development teams to identify and resolve quality issues throughout the software development lifecycle. Conduct thorough quality assessments and risk analyses to mitigate potential quality-related risks and issues.

- **Compliance and Regulations:** Ensure compliance with relevant quality standards, regulations, and certifications, such as ISO, FDA, GDPR, etc. Stay informed about industry trends, emerging technologies, and regulatory changes that may impact quality assurance practices.

Kodak Dental Systems, Atlanta, GA
Manager, Quality Assurance

8/2006-11/2007

Manage a quality assurance team in designing, implementing, and executing robust testing strategies. Demonstrate strong leadership and continuous improvement in QA processes and methodologies. Successfully released eighteen different hardware and software product versions to the field without significant issues in a single year.

- Manage a multi-functional staff of seven, scheduled the project load for multiple product quality assurance teams, while counseling testers on agile methodology and technical competence.
- Contribute to the development of internal operating procedures like the Software Development Lifecycle and the Product Commercialization Process.
- Drive communication between stakeholders to ensure proper change management.
- Organize cross-functional teams to achieve results while functioning as a high-level escalation point for customer related issues.

Other roles:

→ Quality Assurance Analyst

6/2001-8/2006

PracticeWorks Software, Atlanta, GA
Manager, Client Services

3/2000-6/2001

- With a staff of twenty, implemented new software installs and provided a high level of technical support.
- Hired and trained new staff on medical/dental practice management software, computer network technology, and necessary basic concepts of relational databases. Perform data analysis to determine additional training needs.
- Comfortable with SQL queries to perform database rebuilds as needed.

Micro-Designs Software, Ridgefield, CT

1/1999-3/2000

- Traveled to Oral Surgery practices nationwide to install and train users on their new software.
- Counseled medical/dental providers and office managers on advanced practice management theory.

Education

Assumption College
 Bachelor of Arts (English)

Worcester, Massachusetts
 May 1995

Community Activities

Former Vice-Chairman, Board of Trustees, Cobb Community Summer Singers
Former Baritone/Tenor – Georgia Symphony Orchestra Chorus
Former Upward Youth Baseball and Soccer Coach
Former Oregon Park Baseball Assistant Coach
Former volunteer at Mostly Mutts animal rescue

Certifications

Pendo – Product Analytics Certification, 2023
Pendo – Product Management Certification, 2023

Board & Community Organization Application

The City of Holly Springs believes engaged citizens are the key to a high-functioning, well-informed government. The City aims to tap into the invaluable insight that only citizens can offer through various boards, commissions, and authorities. The members of these governing bodies will make decisions for our community as well as recommend and review City policies. This application will assist elected officials, incumbent board members, and staff in reviewing applicant eligibility and qualifications for board membership.

Please select the Boards or Community Groups on which you would like to serve.

Downtown Development Authority/Urban Redevelopment Agency
Planning & Zoning Commission

Name

Yousef Alvi

Address

233 Amylou Circle, Woodstock, Georgia 30188

Email

[REDACTED]

Phone #

[REDACTED]

This is a
Cell Phone

Job Title/Occupation

Data Analyst

Who are you employed by?

Are you a registered voter in Cherokee County?

Yes

Are you willing to participate in required trainings?

Yes

Were you recommended or nominated by a sitting City council/commission/board member or Mayor?

No

Please list any information (experience, education, community activities, organization memberships, etc.) that you think should be considered for your appointment to a board or commission.

Over 10 year resident of Holly Springs. I have seen this grow from a small town to a bustling hub of commerce and families. I have executive experience in the private sector ranging from small business ownership to corporate responsibilities. We have children who attend school in this city and consider this our home for life. I would love the opportunity to help this city succeed.

Attach a your resume here.

Are there any reasons that you may have a conflict of interest if you were appointed to one of the City of Holly Springs boards or commissions?

No

Signature & Applicant Statement: I understand that I am applying for an appointment to a board, commission, and/or authority with the City of Holly Springs. I understand that the body for which I am being considered may require an interview prior to consideration for such appointment. In addition, I will be required to take an Oath of Office obligating that I perform faithfully and impartially the duties of office. I understand that my application will remain on file until the end of the current calendar year, at which time I will be required to submit a new application. I agree to comply at all times with requirements of the office for which I am applying and to which I may be appointed. All statements and information provided in the application are true to the best of my knowledge.

A handwritten signature in black ink, consisting of a stylized 'S' followed by a long, sweeping horizontal stroke.

Board & Community Organization Application

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Please select the Boards or Community Groups on which you would like to serve.

Downtown Development Authority/Urban Redevelopment Agency

Name

Steven Miller

Address

705 Lorimore Pass, Canton, Georgia 30115

Email

s.miller@markspp.com

Phone #

[REDACTED]

This is a

Cell Phone

Job Title/Occupation

Regional sales manager

Who are you employed by?

Marks Plumbing Parts

Are you a registered voter in Cherokee County?

Yes

Are you willing to participate in required trainings?

Yes

Were you recommended or nominated by a sitting City council/commission/board member or Mayor?

Yes

If yes, please list their name(s) below.

Mayor Miller

Please list any information (experience, education, community activities, organization memberships, etc.) that you think should be considered for your appointment to a board or commission.

8 years Mayor of Holly Springs GA

Attach a your resume here.

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A handwritten signature in dark ink, consisting of a large, stylized 'R' followed by a series of loops and a long horizontal stroke extending to the right.