



# Mayor & City Council

## Workshop Session

~ Agenda ~

City of College Park  
3667 Main Street  
College Park, GA 30337

<http://www.collegeparkga.com>  
404-669-3756 (Main)

Experience College Park  
Georgia's Global City

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**Monday, March 16, 2020**

**6:00 PM**

**Council Chambers**

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1. Considerations regarding IGNITE College Park Community Oriented Grant Proposal Review Services. See memorandum dated March 9, 2020 from City Manager Terrence R. Moore. Also, see attached supporting documentation.
2. College Park Complete Count Committee update on the 2020 Census outreach efforts, progress and future events. See memorandum dated March 12, 2020 from City Clerk Shavala Moore. Also, see attached supporting documentation.
3. Presentation on the naming and branding of the new mixed-use development currently referred to as "Airport City". See memorandum dated March 6, 2020 from Director of Economic Development Artie Jones, III. Also, see attached supporting documentation.



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 8003

**DATE:** March 10, 2020

**TO:** The Honorable Mayor and Members of City Council

**FROM:** Terrence Moore, City Manager

**RE:** IGNITE College Park Community Oriented Grant Proposal Review Services

With funding considerations anticipated relative to the City's Community Fund (having been established to allocate grant awards to not exceed \$5,000 to community non-profit organizations for services to benefit targeted individuals, families, etc.), my office recently hosted a meeting with leadership from the IGNITE College Park Resource Center to once again discuss the merits of its organization assisting with respective application review processes. As reference in the attached proposal, the total line item for the aforementioned community fund program is \$50,000. The requested fee to engage IGNITE as noted is \$5,000. Given current organizational adjustments being directed, arrangements are being made to host a discussion respectively.

Thank you.

### ATTACHMENTS:

- FW\_ IGNITE Proposal for Fiscal Year 2020 -2021 (PDF)
- IGNITE 2020 2021 Fiscal Year Budget Projection (PPTX)
- IGNITE 2020 2021 Proposal and 2019 2020 Breakdown (DOCX)
- Adullam Ministries Inc. Agreement-Executed 06-28-2019 (PDF)

### Review:

- Terrence R. Moore Completed 03/09/2020 12:44 PM
- Rosyline Robinson Completed 03/09/2020 4:22 PM
- Althea Philord-Bradley Completed 03/11/2020 9:20 AM
- Terrence R. Moore Completed 03/11/2020 5:09 PM
- Mayor & City Council Pending 03/16/2020 6:00 PM

**From:** [Terrence Moore](#)  
**To:** [Rosylie Robinson](#)  
**Subject:** FW: IGNITE Proposal for Fiscal Year 2020 -2021  
**Date:** Monday, March 9, 2020 5:00:52 PM  
**Attachments:** [IGNITE 2020 2021 Fiscal Year Budget Projection.pptx](#)  
[IGNITE 2020 2021 Proposal and 2019 2020 Breakdown.docx](#)

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**From:** Jamelle McKenzie <connect@ignitecentercp.info>  
**Sent:** Monday, March 9, 2020 4:48 PM  
**To:** Terrence Moore <tmoore@collegeparkga.com>  
**Subject:** IGNITE Proposal for Fiscal Year 2020 -2021

Good afternoon, Terrence:

As promised, I have attached a copy of the power point presentation to be shared at next week's City Council workshop. I have also attached a breakdown of IGNITE's financial structure (budget) for 2019 -2020 and what we are projecting for 2020 - 2021.

We ran the program as a part-time project these past nine months due to funding constraints and not knowing what kind of reception we would get from the community. We have experienced great success and the case has been adequately made that there is certainly a need for our services in our community.

We have raised to date approximately \$12K in addition to the professional services contract awarded to us by the City and we plan to raise an addition \$6000 4th Quarter of this year (Apr- June) for a total of \$18K. We intend to continue fund raising in the next year with a goal of no less than \$25K+.

It is our hope that Mayor and Council will agree to increase our professional services contract funding for 2020 - 2021 as we continue to address some vital components of our Strategic plan in regards to "Quality of Life' for our residents.

Thank you for all that you do!

PS: The amount requested for our new contract includes the \$5000 for administer the Community Grant Project.

Regards,  
Jamelle McKenzie  
Project coordinator, Ignite College Park Resource Center  
404.597.2280



**IGNITE**

“Connecting People to Resources”



# Fiscal Year 2020-2021 Annual BUDGET Projection

PRESENTED BY JAMELLE MCKENZIE 1/29/20



# 2020 – 2021 Budget Projections

# NNE-MONTH FINANCIAL REPORT July 2019 – March 2020



EXPENSES  
PROPOSED: \$39,711  
ACTUAL: \$37,466



STAFFING  
PROPOSED: \$24,748  
ACTUAL: \$23,300



SPACE RENTAL  
PROPOSED: \$3150  
ACTUAL: \$4500



SUPPLIES  
PROPOSED: \$2800  
ACTUAL: \$1817



PROGRAM OPERATIONS  
PROPOSED: \$7513  
ACTUAL: \$7847



TOTAL INCOME  
PROPOSED: \$42,000  
ACTUAL: \$38,190

# Nine-Month Highlights: July 2019 through March 2020



Received over 2011 calls at Resource Center



Received over \$8500 in In-Kind goods and services



Assisted 981 guests through in-office appointments and via phone



Raised \$11,940 in additional donations. Also, St. John Episcopal Church paid out over \$3000 in Utility Bill Assistance to IGNITE guests.



Enrolled 22 volunteers



Volunteers accumulated over 350 volunteer hours



Established partnerships with 25 organizations

# 2019-20 Annual Budget Projection

\$55,500



PROJECTED ANNUAL  
INCOME 2019-20  
\$55500



STAFFING – PROGRAM  
COORDINATOR @\$21,700 AND  
RESOURCE SPECIALIST I  
@\$10,400 (\$32,100)



SPACE RENTAL - \$500 PER  
MONTH (\$6,000)



SUPPLIES – \$2000  
(COMPUTER,  
COPIER/PRINTER, OFFICE  
FURNISHINGS)



PROGRAM OPERATIONS - \$12,200  
(WORKSHOPS, TRAINING  
SEMINARS/PHONE AND CHECK-IN  
SYSTEMS, MARKETING, ETC)



ANNUAL PROJECTED  
EXPENSE TOTAL = \$52,300



# NEW FISCAL YEAR

## Projected 12-MONTH BUDGET

July 1, 2020 -  
June 30, 2021

**\$85,600**



EXPENSES  
PROPOSED: \$82000



STAFFING  
PROPOSED: \$41000



SPACE RENTAL  
PROPOSED: \$6600



SUPPLIES  
PROPOSED: \$5000



PROGRAM OPERATIONS  
PROPOSED: \$30000



TOTAL INCOME  
PROPOSED: \$85,600

**2020-21  
Annual  
Projected  
Highlights:  
July 1, 2020  
through June 30,  
2021**



Receive over 5000 calls at Resource Center



Receive over \$20,000 in In-Kind goods and services



Assist 2000 guests through in-office appointments and via phone (increase hours to 9 am – 5 pm)



Raise \$25,000 in additional donations.



Enroll 30 additional volunteers



Accumulate over 2000 volunteer hours



Establish partnerships with 25 additional organizations

# Proposed Workshops & Projects for 2020-21



**College Park Community Grant Program** – Grant determination and management for non-profit agencies that assist residents of College Park



**M.E.N. – Men's Empowerment Network:** Seminars and job training for men and single fathers



**W.O.W. – Women of Wealth:** Seminars for women and girls. Employment preparation services.



**C.A.S.H. – Creating Assets and Sustainable Households:** Financial literacy and educational courses for College Park residents



**College Park Elementary School Savings Project:** Preparing second grade students to excel in economics and third grade standardized tests



**IGNITE**

“Connecting People to Resources”

College  
Park  
Resource  
Center



## Adullam Ministries, INC

**Budget Information 2019 – 2020 Total Income: College Park \$35,000 plus \$18,000 = \$53,000**

Category	First Quarter/ Start-Up	Second Quarter	Third Quarter	Fourth Quarter	Annual 2019-2020
Salaries	\$8400	\$7550	\$7350	\$8800	\$32,100
Marketing	\$1335	\$303	\$40	\$500	\$2178
Phone System/Technology	\$859	\$346	\$346	\$346	\$1897
Office Supplies	\$359	\$90	\$65	\$182	\$696
Office Machines	\$1191	-	-	-	\$1191
Furniture	\$113	-	-	-	\$113
Workshops	\$300	\$300	\$330	\$900	\$1830
Rent	\$1500	\$1500	\$1500	\$1500	\$6000
Miscellaneous/Projects	\$1100	\$124	\$2466	\$2606	\$6296
<b>Totals</b>	<b>\$15157</b>	<b>\$10213</b>	<b>\$12096</b>	<b>\$14834</b>	<b>\$52,300</b>

**Budget Information 2020 – 2021 Total Income: College Park \$75,000 plus \$25,000 = \$100,000**

Category	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Annual 2019-2020
Salaries	\$10250	\$10250	\$10250	\$10250	\$41000
Marketing	\$2500	\$250	\$250	\$350	\$3350
Phone System/Technology	\$2000	\$450	\$450	\$450	\$3350
Office Supplies	\$400	\$200	\$150	\$150	\$900
Office Machines	\$2500	\$200	\$200	\$200	\$3100
Furniture	\$500	\$200	\$200	\$200	\$1100
Workshops	\$900	\$900	\$900	\$900	\$3600
Rent	\$1650	\$1650	\$1650	\$1650	\$6600
Miscellaneous	\$2500	\$2500	\$2500	\$2500	\$10000
CP Elementary Project	\$4500	\$2000	\$2000	\$4000	\$12500
<b>Annual Fundraiser</b>	<b>-</b>	<b>\$1500</b>	<b>\$5000</b>	<b>\$6000</b>	<b>\$12500</b>
<b>Totals</b>	<b>\$27,700</b>	<b>\$20100</b>	<b>\$23550</b>	<b>\$26,650</b>	<b>\$85,500/98,000</b>

## Summary

**Fiscal year 2019-2020 has been filled with several milestones and achievements. Ignite was able to:**

1. Open part-time office in Club E
2. Hire contractors to work in office
3. Address the “Quality of Life” components of the City of College Park’s strategic plan (July 2019) regarding “Community, Schools, and Jobs.”
4. Raise approximately \$12,000 in donations in addition to funds received through professional services contract with the City of College Park
5. Assist over 2000 guests, via phone and in-person office visits (Utility Bill payment referrals, housing and rent referrals, clothing & food referrals, job assistance/staffing program referrals)
6. Partner with 25+ non-profit organizations willing to assist College Park residents
7. Partner with College Park Elementary School to plan School Savings/Financial literacy program for 2020 – 2021.
8. Recruit and provide orientation for 20+ volunteers
9. Hold Appreciation event for volunteers in December 2019
10. Assist Councilmen with projects to enhance the lives of their constituents
  - a. Tracey Wyatt book bag giveaway
  - b. Tracey Wyatt Center Toy Giveaway (Ignite provided 400+ toys through partnership with Toys for Toys and Mercy Missionary Healthcare)
  - c. Derrick Taylor Christmas Breakfast for PD
  - d. Derrick Taylor Fire victim assistance (21 persons assisted)
  - e. Derick Taylor Sky Hawks event for Ward 2 residents
  - f. Ambrose Clay Christmas Toy distribution
  - g. Ambrose Clay College View Housing Sky Hawks event
  - h. Ken Allen Gift card distribution for needy families
11. Participate in following programs:
  - a. Dominion food project
  - b. Visit to LaGrange Housing Authority
  - c. Georgia Power Energy Assistance program
  - d. United Way 211 Call center training
  - e. College View Housing Coalition meetings
  - f. Fulton County Continuum of Care meetings
  - g. Red Cross disaster services training
12. Work in conjunction with Police and Fire departments to assist families in need
13. Present information at College View Hills Resource Fair 2019
14. Hold one fundraiser and fundraising Grand Opening event
15. Attend city council meetings and provide monthly and quarterly updates

16. Gain community support and trust
17. Design College Park Community Grant program to be executed in Fall 2020
18. Provide Power Point picture presentations of Ignite activities and community involvement
19. Build confidence and hope in College Park residents that their City cares about their well-being

**For Fiscal Year 2020 – 2021 Ignite is requesting \$85,600 to effectively and efficiently run this much needed program:**

**Ignite proposes to continue with each of the above and to extend our reach by:**

1. Extending our hours from part-time to full-time in order to better accommodate our guests
2. Increase community partnerships
3. Include additional job training workshops and programs in our referral base
4. Hold monthly workshops
5. Hire additional staff
6. Hold major fundraising event at the GICC in April 2021
7. Administer and manage community Grant program for the City of College Park
8. Raise no less than \$25,000 in additional funding
9. Become listed/certified as a referral agency by the United Way
10. Double the number of persons assisted
11. Provide and safe, supportive environment for persons in crisis

**CITY OF COLLEGE PARK  
PROFESSIONAL SERVICES AGREEMENT**

The City of College Park, Georgia, a Municipal Corporation, hereinafter referred to as “City” and Adullam Ministries, Inc., a Georgia, non-profit 501(c)(3) organization, hereinafter referred to as “Contractor”, who together may also be collectively referred to as the “Parties,” do agree as follows:

**RECITALS**

**WHEREAS**, the general purpose of this Agreement is to engage in services of Contractor to perform the services described in Exhibit “A” that is attached to this Agreement.

**WHEREAS**, the City is interested in improving the lives of its citizens by having Contractor provide resource information and other tasks for persons who are homeless due to life challenges or tragedies, unemployed or underemployed and in financial need, and in need of food or clothing.

**WHEREAS**, the Parties desire to establish a community resource center for citizens to have access, including by phone, to such resource information and related support, as further described in Exhibit “A”.

**NOW THEREFORE**, for and in consideration of the foregoing Recitals and the mutual promises, covenants and agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. This Agreement represents the entire understanding of the Parties and may not be modified except by written agreement of the Parties and supersedes all prior written and/or oral agreements.
2. For and in consideration of the salary payments and other consideration hereinafter mentioned to be made by the City, Contractor agrees to provide resources to residents of the City as enumerated in Exhibit “A,” which is attached hereto and incorporated herein.
3. Unless terminated by operation of and in accordance with this Agreement or pursuant to O.C.G.A. § 36-60-13, this Agreement shall commence on July 1, 2019, and shall continue in full force and effect through June 30, 2020 (“Term”), at which time this Agreement shall terminate without further obligation on behalf of the City. The Agreement may only be extended thereafter by written mutual agreement, unless terminated earlier by operation of and in accordance with this Agreement.
  - a. The City shall determine no less than forty-five (45) days prior to the end of the Term whether or not said Agreement shall be renewed. Such determination shall be made at the sole discretion of the City and may depend on factors such as budgeted funding for the subsequent fiscal year, performance of Contractor, or any other factors the City may choose to consider. The City shall notify Contractor in writing of its decision not to renew this Agreement no less than thirty (30) calendar days before the end of the Term.



**CITY OF COLLEGE PARK  
PROFESSIONAL SERVICES AGREEMENT**

- b. Notwithstanding anything contained above, this Agreement shall terminate at such time as appropriated and otherwise unobligated funds are no longer available to satisfy the obligations of the City under the Agreement. This Agreement is not deemed to create a debt of the City for the payment of any sum beyond the Term, in the event of renewal, beyond the Successive Terms.
4. The City's contractual obligation to Contractor shall be \$35,000.00 annually and shall be paid in quarterly installments in the amount of \$8,750.00 commencing July 1, 2019 through June 30, 2020. Contractor shall submit an invoice to the City for each quarterly installment payment (July 1, 2019, October 1, 2019, January 1, 2020, April 1, 2020).
5. Nothing in this Agreement shall be construed to create an employer-employee relationship between the Parties. This Agreement shall not render the City an employer, partner, agent of or joint venturer with Adullam Ministries, Inc. Adullam Ministries, Inc. shall have no claim against the City for vacation pay, sick leave, retirement, social security, workers' compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind whatsoever. The consideration set forth in Paragraph 4 shall be the sole payment for services rendered.
6. Contractor will be responsible for withholding, accruing and paying all income, social security and other taxes and amounts required by law for all fees arising under this Agreement and all payments to staff, if any. Contractor shall also be responsible for all statutory insurance and other benefits required by law for Adullam Ministries, Inc., if any. Contractor shall provide the City with a completed W-9 form.
7. The City reserves the unilateral right to terminate the Agreement for any reason at any time.
8. Contractor reserves the unilateral right to terminate this Agreement by giving thirty (30) days advance notice of such termination to the City.
9. All notices required or permitted to be given under this Agreement shall be in writing (the "Notice") and deemed given when (a) hand delivered by the sender and properly received for by a responsible person of the receiving party, (b) deposited in the United States Mail, properly addressed, with sufficient postage affixed, via first class mail, return receipt requested, (c) via Federal Express, UPS or similar national overnight courier service with delivery charges prepaid, or (d) via facsimile with a copy sent that same day via (a), (b) or (c). All Notices shall be addressed as follows:

**CITY OF COLLEGE PARK  
PROFESSIONAL SERVICES AGREEMENT**

**For the City:**

City of College Park  
Attention: Terrence R. Moore, ICMA-CM, City Manager  
3667 Main Street  
College Park, Georgia 30337  
Telephone No. 404-669-3756  
Fax No. 404-762-4607

**For Contractor:**

Adullam Ministries, Inc.  
Georgia Headquarters  
Attention: Jamelle McKenzie, CEO  
3588 Highway 138, Suite 302  
Stockbridge, Georgia 30281  
Telephone: 678-329-7107  
Fax No.: 678-329-7107

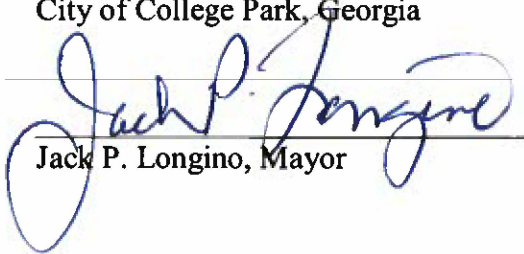
10. Contractor hereby waives, releases, relinquishes, discharges and agrees to indemnify, protect and save harmless the City, its officers and employees, (collectively, "Releasees"), from any and all claims, demands, liabilities, losses, costs or expenses, including attorneys' fees, for any loss or damage for bodily injury, property damages and attorneys' fees related thereto caused by, growing out of, or otherwise happening in connection with this Agreement, due to any act or omission on the part of Contractor, its agents, employees, subcontractors, or others working at the direction or on behalf of Contractor. Contractor's obligation to indemnify any Releasee shall survive the expiration or termination of this Agreement by either Party for any reason.
11. The Agreement may be amended at any time by the mutual consent of the Parties hereto, provided that no such amendment shall be effective unless reduced to writing and signed by all Parties.
12. Contractor shall participate in the federal work authorization program throughout the contract period, as provided in O.C.G.A. §13-10-91. Contractor shall be required to, at the time of the execution of this Agreement, provide a signed, notarized affidavit, attesting that it has registered with, is authorized to use, and uses the federal work authorization program; it will continue to use the federal work authorization program throughout the contract period; and it will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit containing the above information. Further, to the extent that a subcontractor is utilized, the subcontractor's federal work authorization program user identification number and the date of authorization shall be included in the affidavit.

**SIGNATURES ON NEXT PAGE**

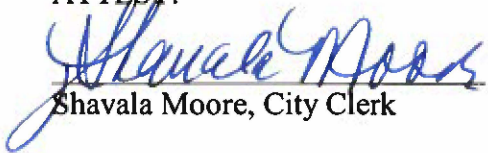
**CITY OF COLLEGE PARK  
PROFESSIONAL SERVICES AGREEMENT**

Agreed to this 28 day of June, 2019

City of College Park, Georgia

  
\_\_\_\_\_  
Jack P. Longino, Mayor

ATTEST:

  
\_\_\_\_\_  
Shavala Moore, City Clerk

Adullam Ministries, Inc.

  
\_\_\_\_\_  
Janelle McKenzie, CEO

**CITY OF COLLEGE PARK  
PROFESSIONAL SERVICES AGREEMENT**

**EXHIBIT "A"**

**Professional Services Agreement Addendum**

1. Adullam Ministries, Inc. will house a Community Resource Center (the "Center") for residents of the City of College Park, Georgia who are in need of resource information for support systems. Support systems are to include, but are not limited to, resource information concerning the need for food, clothing, shelter information, job resource information, and grief counseling for those experiencing loss.
2. The Center will be located at Adullam Ministries, Inc.'s College Park Office, located at 3707 Main Street, College Park, Georgia 30337. The scheduled hours of operation for the Center are to be from 1:00 p.m. until 6:00 p.m. on Mondays, 11:00 a.m. until 4:00 p.m. on Tuesdays through Thursdays and by appointment on Saturdays.
3. A grief support workshop will be conducted by a licensed psychoanalyst, for persons who are facing losses. In addition, professional consultants will conduct free seminars throughout the year on financial budgeting, healthcare and employment/training services.
4. The Center will provide resource materials and a phone line wherein assistance calls can be received. The Center will coordinate with the COPS Division of the City of College Park Police Department, the United Way, the American Red Cross, and other local community programs in the Tri-Cities area to serve as a one-stop shop to provide resource information for persons who are homeless due to life challenges or tragedies, unemployed or underemployed and in financial need, and in need of food or clothing. The Center will not provide these resources, but, will assist persons in their efforts to locate critical resources.
5. The Center will be maintained by a Program Coordinator and an Assistant Coordinator who will be contracted on a part-time basis.
6. The approved annual budget for the Center for Fiscal Year 2019-20 is \$35,000.00 and will be administered as follows:
  - Part-time Program Coordinator - \$19,000.00 annual salary
  - Part-time Assistant Coordinator - \$13,000.00 annual salary
  - Community Resource Center Program operational expenses - \$3,000.00 annually
7. The scheduled opening date for the Community Resource Center is July 16, 2019.

Control Number : 0422675

**STATE OF GEORGIA**

**Secretary of State**  
**Corporations Division**  
**313 West Tower**  
**2 Martin Luther King, Jr. Dr.**  
**Atlanta, Georgia 30334-1530**

**CERTIFICATE OF EXISTENCE**

I, **Brad Raffensperger**, the Secretary of State of the State of Georgia, do hereby certify under the seal of my office that

**ADULLAM MINISTRIES, INC.**  
**a Domestic Nonprofit Corporation**

was formed in the jurisdiction stated below or was authorized to transact business in Georgia on the below date. Said entity is in compliance with the applicable filing and annual registration provisions of Title 14 of the Official Code of Georgia Annotated and has not filed articles of dissolution, certificate of cancellation or any other similar document with the office of the Secretary of State.

This certificate relates only to the legal existence of the above-named entity as of the date issued. It does not certify whether or not a notice of intent to dissolve, an application for withdrawal, a statement of commencement of winding up or any other similar document has been filed or is pending with the Secretary of State.

This certificate is issued pursuant to Title 14 of the Official Code of Georgia Annotated and is prima-facie evidence that said entity is in existence or is authorized to transact business in this state.

Docket Number : 17206763  
Date Inc/Auth/Filed: 04/06/2004  
Jurisdiction : Georgia  
Print Date : 05/22/2019  
Form Number : 211



*Brad Raffensperger*

**Brad Raffensperger**  
**Secretary of State**

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 03 2008**

ADULLAM MINISTRIES INC  
3588 HWY 138 SE STE 302  
STOCKBRIDGE, GA 30281

Employer Identification Number:  
20-5327655  
DLN:  
17053341016016  
Contact Person:  
DONNA ELLIOT-MOORE ID# 50304  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
April 6, 2004  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.


Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

-2-

ADULLAM MINISTRIES INC

Sincerely, 

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC

Letter 947 (DO/CG)



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 8018

**DATE:** March 12, 2020

**TO:** The Honorable Mayor and Members of City Council

**THROUGH:** Terrence R. Moore, City Manager

**FROM:** Shavala Moore, City Clerk

**RE:** Complete Count Committee 2020 Census Update

**PURPOSE:** To inform the efforts of the Complete Count Committee since establishment in Spring 2019. As of April 2019 there have been (11) Complete Count Meetings held once monthly and twice monthly since February 2020. The agenda of these meetings focused on Census outreach and engaging the citizens of College Park.

There have been several events and meetings where the 2020 Census was discussed to highlight the importance of being counted. The results of the 2020 Census will help determine how hundreds of billions of dollars in federal funding flow into communities every year for the next decade. That funding shapes many different aspects of every community, no matter the size, no matter the location.

### ATTACHMENTS:

- Census Update 3-10-2020(DOC)

### Review:

- Shavala Moore      Completed      03/11/2020 7:01 PM
- Rosyline Robinson      Completed      03/12/2020 8:37 AM
- Terrence R. Moore      Completed      03/12/2020 9:46 AM
- Mayor & City Council      Pending      03/16/2020 6:00 PM





Let's count everyone once, only once, and in the right place

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## **2020 CENSUS COMPLETE COUNT COMMITTEE CITY OF COLLEGE PARK**

### **UPDATE**

*Objective – Inform residents, churches, businesses and schools of the 2020 Census through outreach methods via city, county and private events.*

#### **1. Complete Count Committee:**

Employees - City Clerk Shavala Moore, Deputy City Clerk Gabrielle Thornton, Occupation Tax Clerk Belinda Wilder, Communications Specialist Mahersala Howard, Economic Development Manager Tasha Hall Garrison, GIS Mapping Specialist Wade Ingram, and Planning & Zoning Specialist Nicolette Washington

Active Residents – Merri Sheffield, Dr. Ajanaku Chisulo, Sean Carter, Hattie

Volunteers – Kaseem Ladipo, Ramos Cohen, Marjorie Dent, Brenda Peters, Betty Burch, Malcom Murphy, Michael Malcom

As of April 2019 we have had 11 Complete Count Meetings held once monthly and twice monthly since February 2020.

#### **2. Progress:**

Goals – Inform residents, churches, businesses and schools of the 2020 Census through outreach methods via city, county and private events.

- Census advertisements on City's LED signs including GICC
- Advertisements on website and social media outlets
- Outreach at Ward 4 Community Festival
- Outreach at National Night Out
- Census Informational Session at the CCMA
- Census Town Hall Meeting at City Hall
- Fulton County Census Summit at GICC
- Clayton County Complete Count Meeting at Jonesboro Board Room
- Business License outreach – signs/tents posted in businesses
- Yard signs canvassing
- Recreation Centers retractable banners advertising the Census
- Every Friday Census Day at City Hall for the month of March



## Let's count everyone once, only once, and in the right place

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- Volunteer Signups
- Census Email Blasts
- TV 23 Census PSA's every hour
- Elected Official participation at various community meetings & events

### 3. Future Events:

- Census Station at March 16th and April 6th Council Meeting
- March 23<sup>rd</sup> – T. Wyatt Rec. Center Outreach Event - 4:00 p.m. 6:00 p.m.
- March 25<sup>th</sup> – Apartment Outreach (Subrenia Willis Park)
- April 1<sup>st</sup> – City Hall & The Pad Census Day Event
- Post Census Day Outreach at Princeton Court (Date TBD)
- Hard to Count Areas – Pizza social and or Ice Cream social (Date TBD)
- Events following April 2 – June 30, 2020 will vary based on outreach need
- Census appreciation for committee and volunteers (Date TBD)

### 4. Important Dates:

- **March 12 - 20:** Household will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.
- **March 30 - April 1:** The Census Bureau will count people who are experiencing homelessness over these three days. As part of this process, the Census Bureau counts people in shelters, at soup kitchens and mobile food vans, on the streets, and at non-sheltered, outdoor locations such as tent encampments.
- **April:** Census takers will begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers will also begin following up with households that have not yet responded in areas that include off-campus housing, where residents are not counted in groups.
- **May - July:** Census takers will begin visiting homes that haven't responded to the 2020 Census to help make sure everyone is counted.
- **March 31:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes



# CITY OF COLLEGE PARK

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## WORKSHOP AGENDA ITEM

DOC ID: 7991

**DATE:** March 10, 2020

**TO:** The Honorable Mayor and Members of City Council

**THROUGH:** Terrence R. Moore, City Manager

**FROM:** Artie Jones, Director of Economic Development

**RE:** Airport City Branding

It is the goal of staff to have a branded name approved for the Airport City project by Wednesday, March 18<sup>th</sup> which is the ground breaking of the airport city development. The economic development office assembled a team of professionals which they felt would have the expertise too efficiently and effectively research and develop for the City Council a name for the new mixed use project currently referred to as the Airport City. The professionals that donated their time and effort to serve on this ad-hoc branding committee includes but is not limited to:

- Mercedes Miller, Executive Director of the GICC and Arena at Gateway Center
- Cookie Smoaks, President and CEO of the ATL Airport District
- Andria Townsend (AT)- Vice President of Marketing and Technology
- Gabrielle Andrews, TMP - Director of Marketing
- Gerald Walker - Director of Communications
- Tasha Hall Garrison - Program manager economic development
- Robyn Mizelle - communications department
- Mahersala Howard - communications department
- Deanna Murphy - Sizemore Group
- Michelle Alexander - City Planner
- Artie Jones, III - Economic Development Department
- Several residents from the community recommended by Mayor Bianca Motley Broom and Councilman Ken Allen.

The ad-hoc committee met on two occasions face to face going through creative exercises as the ATL Airport District facilitated the meetings. The ad-hoc committee started with roughly 30 - 40 names and worked the list down to two final names. We gave the branding firm the directive to further develop the two finalist names and add in an additional name of their choosing to be considered as three finalist. After the second and final face to face meeting of the branding exercise Mercedes, Cookie, and I felt strongly that one additional name should be included.

During the Saturday, March 7<sup>th</sup> community strategic planning meeting the four (4) names were

presented to the community for feedback. Members from the community were allowed to provide comments on the brands that were presented. The feedback received is as follows:

**Six West**

- Catchy name, 1<sup>st</sup> choice
- Favorite
- Not unique enough but easy to remember
- Like, 1<sup>st</sup> choice
- 2<sup>nd</sup> choice

**South City Commons**

- Any name with south may confuse us with the City of South Fulton

**Southside Union**

- Any name with south may confuse us with South Fulton City

**Atlas Walk**

- Atlas Walk is my favorite, Atlas Point 1<sup>st</sup> choice
- Atlas walk is my 2<sup>nd</sup> choice
- 2<sup>nd</sup>

What you will find in your agenda transmittal is a listing of those 3 top names and one additional name that was included due to community members serving on the ad-hoc committee.

The top picks in order of priority that staff is recommending to the City Council for naming and branding of the Airport City is as follows:

1. Six West
2. Southside Union, Southside Commons, Southside Walk
3. South City Commons, South City Union, South City Walk
4. Atlas Walk, Atlanta Park, Atlas Commons, Atlas Union, The ATLAS

Also a part of this agenda transmittal is a description of each name that provides the City Council with the reasoning behind the brand. After a name is voted on and agreed upon by the City Council the ad-hoc branding committee will move forward with developing a logo or a series of logos for the new branded name of the Airport City project for the City Council to consider.

**ATTACHMENTS:**

- AAD-Airport City-Naming-R2 (PDF)

**Review:**

- Artie Jones Completed 03/06/2020 12:10 PM

- Mercedes Miller Completed 03/06/2020 12:12 PM
- Michelle Alexander Completed 03/06/2020 1:43 PM
- Gerald Walker Completed 03/06/2020 2:27 PM
- Rosylene Robinson Completed 03/06/2020 3:56 PM
- Terrence R. Moore Completed 03/09/2020 12:44 PM
- Mayor & City Council Pending 03/16/2020 6:00 PM

## “Airport City” no longer

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A new day is dawning in College Park, and with it, a fresh opportunity to take the reins of history. The Airport City property has come to represent decades of loss, betrayal, triumph and reclamation, and the momentum we now create with its development has the potential to propel College Park and its surrounding communities into a future of rebirth and reformation.

With this new development, we lift our community out of the shadow of the airport, seamlessly connecting downtown College Park to Atlanta and its surrounding neighborhoods while shaking off the stale perception of being on the outskirts. The thunderous impact that this will have on College Park’s reputation and economy stands to shape the next 100 years, redefining and redirecting the narrative of the city and the Southside into one of steadfast growth and excellence. We believe that the following names identify and contextualize the significance of the development, while conveying its far-reaching relevance to College Park, the Southside, and the Greater Atlanta Area.

## Six West

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Six West is proud of what and where it is: the tract of land just west of downtown College Park, a bit west of the airport, occupying the west side of the Southside. The development of this land will sculpt the neglected property and the six historic avenues that now define it into an entirely new concept, one that will catalyze and command the city's future growth and prosperity. In so doing, College Park engages in a modern, peaceful westward expansion of hope and optimism.

This succinct and catchy title pays homage to the roads that have long connected the property to downtown and beyond. Named for five Ivy League colleges and civic leader John Wesley, these east-west avenues are a cornerstone of College Park's narrative, utterly essential to understanding its background. By embracing the area's connections both to the cities around it and to the history on which we now build, we memorialize the site's past—while looking to the development itself for the future.

## Southside Union

Southside Commons, Southside Walk

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With the long-awaited development of the Airport City property, we unify the Southside's geography and finally heal the fracture between this tract and its surrounding communities. This also marks a momentous step toward uniting the Southside with the Greater Atlanta area, creating a connecting flow with downtown commerce that will help us to redefine the word "Southside" and reclaim our rightful status as an esteemed and meaningful part of Atlanta's commercial landscape. And we hope to imbue our own community with a sense of cooperative ownership, creating a union—much like those found on the college and university campuses for which the property's streets are named—that will invite assembly and facilitate the sharing of ideas.

The name is unpretentious and informative, while still sounding current and giving the development a sense both of place and of pride. By explicitly acknowledging the Southside, we also orient our development within both the literal and abstract spaces occupied by similar concepts dotted around the metro area, giving it context and relevance that reaches well beyond College Park's borders.



## Atlas Walk

Atlas Park, Atlas Commons, Atlas Union, The ATLas

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“Atlas” cleverly includes “ATL,” a nod to nearby Hartsfield-Jackson as well as Atlanta’s well-known nickname. The mythological Atlas, remembered for leading the titans in a ten-year war against the powerful gods and for holding up the heavens thereafter, is an apt mascot for College Park; the book of maps that bears his name is also relevant, of course, to the area’s status as an international travel hub.

The name is both global and unmistakably Atlantan, reminding visitors of College Park’s connection to the airport, and in turn, the whole wide world.

## South City Commons

South City Union, South City Walk

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Stated plainly, College Park is the city at the southernmost point of Atlanta's perimeter. "South City Commons" purposefully frames the development in the context of Greater Atlanta, rather than reminding shoppers and businesspeople of its proximity to the airport—an asset that often acts as a hindrance to the perception of class and luxury among both locals and visitors. It's also an easy, memorable name that rings classic and calls to mind cooperation and shared equity.