



CITY OF BALL GROUND
February 5, 2026
WORK SESSION

Pueblo Cantina – 2910 Ball Ground Highway



Discuss second reading of alcohol license application – Jose Suarez

ITEMS SCHEDULED FOR AGENDA (REQUIRED)



Capital Improvement Plan

DISCUSSION ON CIE FINAL ADOPTION FOR 2026

A large, semi-transparent watermark of the Great Seal of the State of Georgia is centered in the background. The seal features a central shield with a plow, a sheaf of wheat, and a cotton plant, surrounded by a circular border with the words "THE GREAT SEAL OF THE STATE OF GEORGIA" and the year "1776".

HISTORIC PAST

BRIGHT FUTURE SM



BALL GROUND UPDATE STAFF REPORT



RedSpeed

Ball Ground Elementary
School STEM Academy

321 Valley St, Ball Ground, GA 30107

AGENDA

- A flyer the school can share with parents via email or handouts
- Graphics for the City's website and social media
- A customizable FAQ for the City's website
- Press Release
- * Optional, professionally produced PSA video featuring a member of law enforcement explaining the program, how it works, and why it's being brought to Ball Ground.



PHOTO ENFORCED SCHOOL ZONES

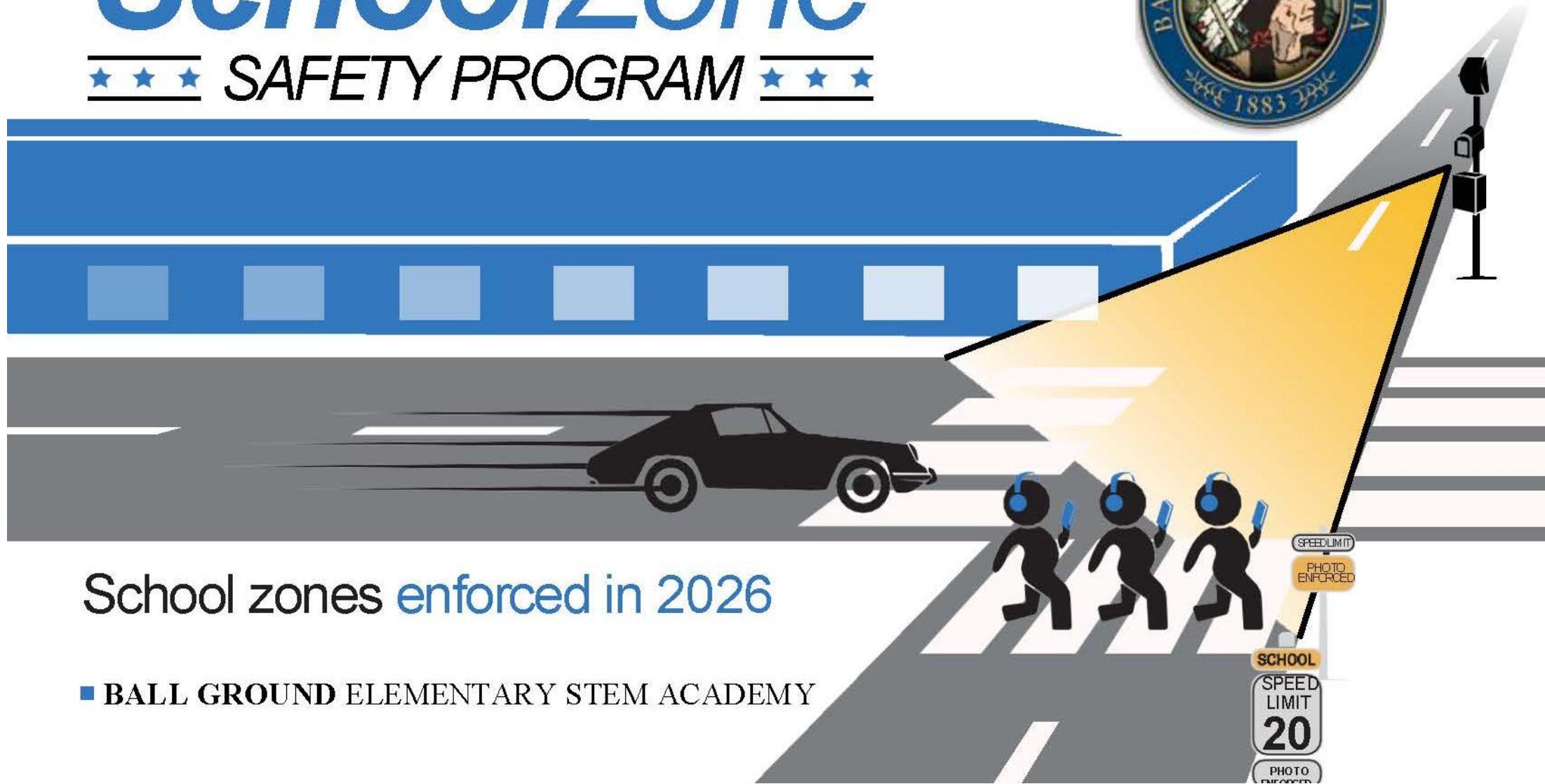
- Citations will be issued 1 hour before school, throughout the school day, to 1 hour after, only when school is in session
- \$75 fine for the first citation. \$125 fine for subsequent citations.
- Motorists will only be cited if they exceed the speed limit by over 10 mph

**COMING TO BALL GROUND ELEMENTARY
SCHOOL STEM ACADEMY SOON!**



SchoolZone

SAFETY PROGRAM



School zones **enforced** in 2026

- **BALL GROUND ELEMENTARY STEM ACADEMY**



Q & A

- Let's discuss questions
- Look at the handout

IMPLEMENTATION OF SPEED SCHOOL ZONE SYSTEM

CAPE CORAL POLICE DEPARTMENT



Press release

Let's discuss

Look at handout



overview

- School zone speed cameras are active on school days, one hour before/after school, enforcing speeds are 10+ mph over the limit.
- Cameras operate on school days, excluding holidays and digital learning days, and feature warning signs, with or without flashing lights.
- **Operating Hours:** Cameras are active one hour before the first class and one hour after the last class, and during school hours on school days. They do not operate on weekends or holidays.
- **Trigger Threshold:** Citations are generally triggered when traveling 10 mph or more over the posted speed limit.
- **No Points/Civil Violation:** These are considered civil penalties, meaning no points are added to your driving record, and insurance rates generally should not be affected.
- **License Renewal:** Unpaid fines can result in the inability to renew your vehicle registration.
- **Disputing/Viewing:** You can typically view your violation photo/video online and contest the citation in court.
- **How do the cameras work?** The enforcement program utilizes state of the art multi-dimensional radar that tracks and monitors up to 350 cars simultaneously. Radar is accurate within .1 miles per hour. A detailed maintenance and testing log is maintained at all times. No tickets are issued within any possible margin of error.
- **What happens to ticket revenue?** According to state law, paid citation revenue must be utilized for law enforcement activities that will make communities safer, such as police equipment and new school resource officers.
- **Will I be ticketed for traveling 1 or 2 miles per hour over the posted limits?** No. According to state law, automated citations issued in school zones are only issued to drivers exceeding the speed limit by more than 10 miles per hour over the speed limit. The RedSpeed Georgia LLC system will only generate violations when a vehicle has been captured exceeding the current speed limit by 11mph or higher.

information

- Warning signs indicating Photo Speed Enforcement will be implemented and placed as required and authorized by GADOT before entering each school zone.
- Yellow flashing lights are not required for enforcement if the proper signs are posted
- According to the Principal at Ball Ground Elementary STEM Academy the school day begins at 730am. – The speed limit in the school zone will begin at 630am (1 hour prior) until 730am – The speed limit in the school zone during this time is 25 mph. Motorist traveling 36mph will receive a citation. The school day ends at 215pm – The speed limit in the school zone during this time is 25mph. Motorist traveling at 36mph will receive a citation until 315pm.
- The speed limit outside the school zone designated times (630-730am) & (215-315pm) is 35mph. Motorist will receive a citation in the mentioned school zone once they hit a target speed of 46mph.
- No citations will be issued by the RedSpeed Enforcement camera on Valley Street outside of the school zone.



Community Development Updates

02/05/2026



Projects and Applications Viewer

NEW Projects and Applications Viewer

Project Type: 0 Selected

Project Status: 0 Selected

1 of 23 > 00 00

Malone's Pond
Single-family, detached residential | Status: In Construction | Units: 66 | Acreage: 48.24 | Zoning Approval Date: 2/2/2023

Project Status

Status	Count
Complete	3
In Construction	10
Pending Annexation	2
Pending Submittal	4
Plan Review	4

Selected features: 0

Total New Residential Units: 1,034

Malone's Pond
Units: 66
Single-fam...

Farmers Crossing - Roberts Ridge
Phase 2
Single-fam...

Boggs's Bluff at Farmers
Crossing
Single-fam...

Heritage at Farmers Crossing
Units: 16
Single-fam...

Creekwood Park
Units: 35
Single-fam...

Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, USFWS
Powered by Esri



Downtown Ball Ground Parking



NEW
Downtown
Parking
Inventory
Application

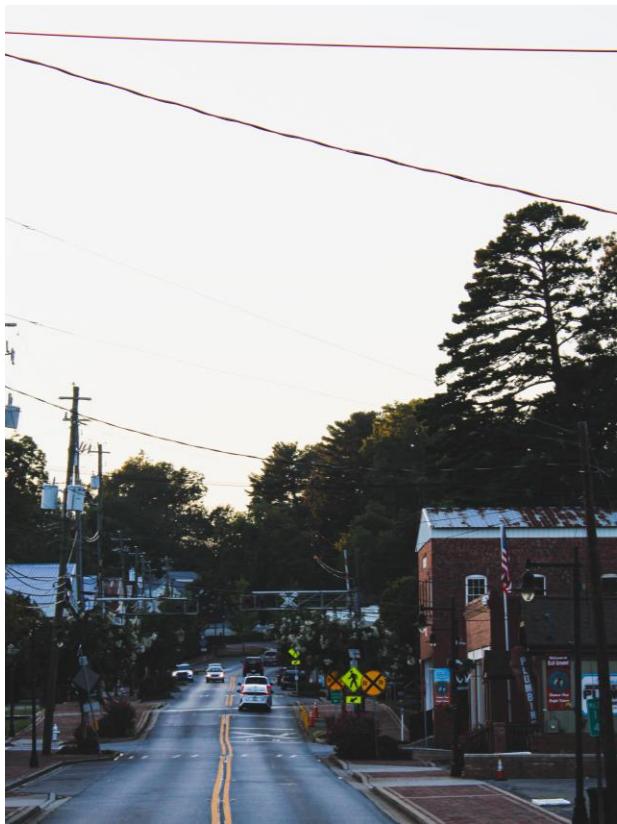
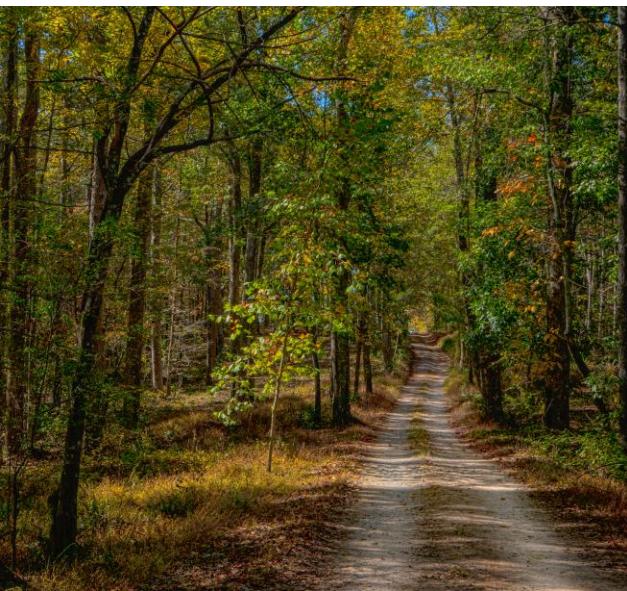


DOWNTOWN BALL GROUND

2025 Recap

- 53 small events
- 12 large events
- 28 musical artists
- 19 exercise classes
- 24 markets
- Collective attendance of 45,000+ at our large events throughout the year





2025 Recap

- Downtown businesses experienced multiple record-breaking sales days.
- Launched brand new events that were well received by both the community and businesses.
- New public art created at Scooped on Main.
- Internet footprint exceptionally increased through our social media reach. Averaging 1.1-1.2 Million views per month.
 - In 2023 the reach for the entire year was 10,000.
- Kiosk was installed and has been a welcomed addition within the downtown community.

DOWNTOWN BALL GROUND SURVEY 2025



Survey Details

- Downtown Ball Ground survey was open from September 29th – October 19th.
 - Survey was promoted on Downtown Ball Ground socials and with signage in City Connection Park.
- 241 total participants:
 - 213 citizens/visitors
 - 15 downtown businesses
 - 13 council and staff

The goal of the survey:

As we look ahead to the future of Downtown Ball Ground, we are beginning the process of creating a strategic plan to guide growth, events, and improvements in our downtown area. This survey can be used to create a SWOT Analysis (strengths, weaknesses, opportunities, and threats) to help in the creation of the strategic plan for the downtown area.

SWOT Analysis

Business – City

Downtown Business Owners, City Staff, City Council

Perceived Strengths of the Downtown Area *(Based on Survey Responses)*

- Walkability – 35.7%
- Small-Town Character – 32.1%
- Local Shops & Businesses – 28.6%
- Downtown Events & Programming – 21.4%
- Unique & Charming Atmosphere – 21.4%
- City Connection Park – 17.9%
- Overall Aesthetics & Visual Appeal – 17.9%
- Diversity of Businesses – 14.3%
- Restaurants & Dining Options – 10.7%
- Downtown Manager – 10.7%

Respondents were able to include multiple strengths

Perceived Weaknesses of the Downtown Area (Based on Survey Responses)

Business Hours & Consistency: Businesses closing early or maintaining inconsistent operating hours – 32.1%

Vacant Storefronts & Buildings: Underutilized or unoccupied properties – 28.6%

Traffic & Congestion: Truck traffic, congestion, and overall traffic flow concerns – 28.6%

Parking Availability: Limited or inconvenient parking options – 17.9%

Restaurant Mix: Insufficient number and variety of dining options – 14.3%

Easy Ride Golf Property: Underutilization of a large downtown space – 7.1%

Business Self-Promotion: Reliance on the City for marketing and promotion efforts – 7.1%

Outdoor Public Space: Limited availability of outdoor gathering or activity spaces – 7.1%

Retail Diversity: Limited diversity in retail offerings – 3.6%

Property Ownership Concentration: Perceived impact of developer ownership within the downtown core – 3.6%

Perceived Opportunities for the Downtown Area (Based on Survey Responses)

Expanded Event Programming: Increased frequency and variety of downtown events – 19.2%

Activation of Vacant Properties: Filling underutilized or vacant buildings with viable uses – 15.4%

Business Growth & Recruitment: Attraction of additional businesses to the downtown district – 11.5%

Business Diversity: Broader mix of retail, dining, and service offerings – 11.5%

Preservation of Small-Town Character: Intentional growth that maintains downtown's unique charm – 11.5%

Rooftop Dining or Entertainment: Potential development of a rooftop bar or gathering space – 7.7%

Expanded Dining Options: Increase in the number and variety of restaurants – 7.7%

Family-Oriented Entertainment: Recruitment of family-friendly entertainment or activity-based business – 7.7%

Parking Enhancements: Additional or improved parking solutions – 3.8%

Public Art & Placemaking: Expansion of public art and creative placemaking initiatives – 3.8%

Perceived Threats to the Downtown Area (Based on Survey Responses)

Concentration of Development Ownership: Concern regarding a single developer exerting outsized influence over downtown growth – 22.2%

Business Closures: Risk of continued or increased business closures – 18.5%

Vacant or Poorly Maintained Properties: Ongoing vacancies and lack of property maintenance – 14.8%

Loss of Downtown Identity: Potential erosion of the city's unique character by attempting to compete with larger markets – 11.1%

Traffic & Truck Impacts: Increased congestion and truck traffic affecting the downtown experience – 11.1%

Parking Access Changes: Concerns related to the potential loss of Old Post Office Parking Lot – 7.4%

Growth Limitations: Restrictions that may inhibit diverse or organic forms of growth – 7.4%

Incompatible Business Uses: Non-retail or non-restaurant uses that may not align with downtown goals – 7.4%

Event Saturation: Risk of hosting too many events, potentially leading to fatigue or operational strain – 7.4%

Overdevelopment: Concerns that excessive or poorly placed development could negatively impact downtown scale and character – 7.4%

Respondents were able to include multiple threats

SWOT Analysis

Community Results
Citizens + Visitors

Survey Participation Overview

Total
Respondents:
213

Ball Ground City
Residents: 50.7%

Ball Ground
Residents
(outside of city
limits): 31.5%

Visitors: 17.8%

What Residents & Visitors Enjoy Most About Downtown Ball Ground

(Based on Survey Results)

- Small-Town/Hometown Atmosphere – 32.9%
- Festivals, Events, Activities & Concerts – 31.9%
- Local Shops & Variety of Businesses – 22.1%
- Walkability – 19.3%
- Restaurants & Dining Options – 16.0%
- Community & Sense of Place – 14.1%
- Parks & Public Spaces – 10.8%
- Barrel House Coffee – 8.5%
- Overall Aesthetics & Visual Appeal – 8.5%
- Friendly & Engaged Business Owners – 5.2%



Survey respondents were able to input multiple responses.

Challenges & Frustrations When Spending Time in Downtown Ball Ground (Based on Survey Responses)

- **Traffic & Truck Activity:** Concerns related to congestion, truck traffic, and overall flow – 46.2%
- **Parking Availability:** Limited or inconvenient parking options – 22.9%
- **Dining Options:** Insufficient number of food options, particularly sit-down restaurants – 21.9%
- **Residential Growth & Development Pressure:** Perceived impact of new housing and development activity – 8.1%
- **Retail Mix:** Limited number or variety of retail businesses – 5.7%
- **Business Hours & Nightlife:** Businesses closing early (7:00PM or sooner) and limited evening activity – 5.2%
- **Speeding & Traffic Safety:** Concerns regarding vehicle speeds through downtown – 4.8%
- **Vacant Buildings:** Presence of unoccupied or underutilized properties – 3.8%
- **Road Conditions:** Road quality and maintenance concerns – 2.4%
- **Consistency of Business Operations:** Businesses not open seven days per week – 2.4%

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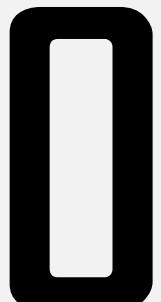
Survey respondents were able to input multiple responses.

Desired Additions to Downtown Ball Ground

(Based on Survey Responses)

- **Expanded Restaurant Options:** Increased number and variety of dining establishments – 52.3%
- **More Diverse Retail Offerings:** Broader mix of shops and retail experiences – 14.6%
- **Family-Oriented Entertainment Businesses:** Additional kid- and family-friendly activity-based businesses – 5.5%
- **Grocery Store:** Interest in a downtown or nearby grocery option – 5.5%
- **Golf Cart Accessibility:** Accommodation of golf carts within the downtown area – 4.0%
- **Activation of Vacant Buildings:** New businesses occupying currently vacant storefronts – 4.0%
- **Playground Enhancements:** Additional or improved playground options – 3.5%
- **Truck Bypass:** Development of a truck bypass to reduce downtown congestion – 3.5%
- **Covered Outdoor Seating:** Increased shaded or covered outdoor seating areas – 3.0%
- **Additional Parking:** Increased parking availability to support downtown growth and visitation – 3.0%

Survey respondents were able to input multiple responses.



Concerns Regarding the Future of Downtown Ball Ground

(Based on Survey Responses)

- **Overdevelopment & Overcrowding:** Concerns related to excessive growth and density – 37.9%
- **Traffic & Truck Congestion:** Increased traffic volumes, truck activity, and congestion – 21.7%
- **Loss of Small-Town Character:** Fear of eroding the community's unique identity and charm – 13.6%
- **Parking Availability:** Insufficient parking to support future growth and activity – 8.1%
- **Infrastructure Planning:** Lack of coordinated infrastructure investment or long-term planning – 6.1%
- **Townhome Development:** Concerns related to the scale or placement of townhome projects – 4.5%
- **Business Retention:** Risk of losing existing downtown businesses – 4.5%
- **Road Conditions:** Road quality and maintenance concerns – 3.5%
- **Apartment Development:** Concerns related to apartment projects within or near downtown – 3.5%
- **Vacant Property Utilization:** Vacant buildings not being repurposed for active business use – 3.5%

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Survey respondents were able to input multiple responses.



EVENTS





PARKS & RECREATION

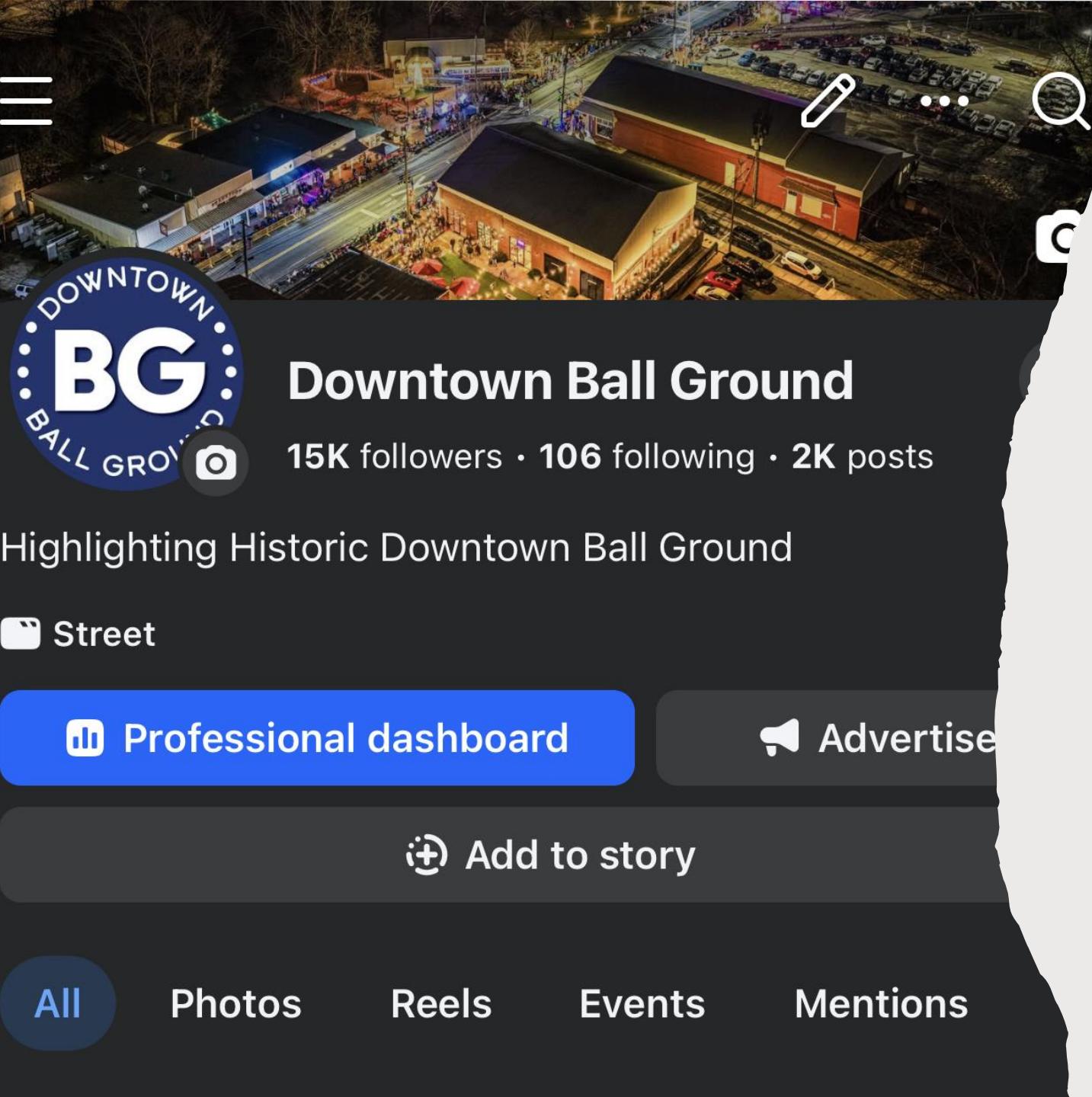


Spring Sports Kicking Up

- Cherokee Youth Softball coming to Downtown Ball Ground
 - 2011 last time a dedicated youth softball league was in Ball Ground.
- Baseball returns
 - Ball Ground Baseball continues to grow in popularity.
- Soccer returns
 - Ball Ground Sports is back with their youth soccer learning league.



DOWNTOWN



Social Media Facebook Numbers

- Downtown Jasper
4.6k followers (4.9k population)
- Downtown Acworth
7.1k followers (22.6k population)
- Downtown Milton
10k followers (41.4k population)
- Downtown Calhoun
11k followers (17.7k population)
- Downtown Ball Ground**
15k followers (3.3k population)
- Downtown Canton
21k followers (36k population)
- Downtown Cartersville
29k followers (23.6k population)

2026 Look Ahead

Downtown Department is currently working on:

Public Art concepts

Increasing tourism through events and collaborations with the downtown business community

More record-breaking days for the downtown businesses

Building on the momentum of social media

Training for certifications in Economic Development and Downtown through the Carl Vinson Institute of Government

A scenic view of a small town street. The street is paved with a double yellow line in the center. Both sides have brick sidewalks. Utility poles with multiple wires are lined up along the sidewalks. In the background, there is a large, two-story brick building with a gabled roof and several windows. An American flag is flying from a pole in front of the building. The sky is clear and blue.

SIP. EAT. SHOP. RELAX.



BUILDING PERMITS



**NEW HOME
CONSTRUCTION ONLY**

MONTH	2024	2025
JANUARY	11	6
FEBRUARY	2	7
MARCH	0	9
APRIL	10	2
MAY	7	0
JUNE	8	4
JULY	4	12
AUGUST	9	5
SEPTEMBER	19	1
OCTOBER	3	10
NOVEMBER	3	3
DECEMBER	1	4
		(14)
TOTAL	77	63

Fund Balances

December 2025

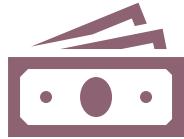
- General Fund: \$ 1,666,496
- SPLOST: \$ 178,828
- FIRE \$ 767,849
- Utilities: \$ 951,748
- Total: \$ 3,773,785

DECEMBER 2025

Revenue/Expense

Fund	DECEMBER Revenue	DECEMBER Expense	YTD Revenue	YTD Expense
General Fund	\$485,692	\$250,087	\$1,850,628	\$1,298,593
SPLOST	\$52,550	\$241,193	\$356,767	\$399,258
Utilities	\$218,392	\$265,202	\$1,578,173	\$1,284,623
Impact Fee	\$6,241	0	\$109,114	0
Totals	\$762,875	\$756,482	\$3,894,682	\$2,982,474

ADMINISTRATION



BUDGETING – 1099
COMPLIANCE



CONVERSION FROM
.COM TO .GOV /
WEBSITE?



REVIEWING IT
SUPPORT CONTRACTS
– POTENTIAL CHANGE



ALCOHOL
ORDINANCE REVIEW



Dear Chief Elected Official:

We have reviewed the following information submitted to our office for City of Ball Ground for the fiscal year ended June 30, 2025. This letter summarizes the results of our review of your original audit report and original corrective action plan. This letter addresses only items noted during our review that differ from authoritative sources.

No items were identified for immediate correction during our review. We appreciate your efforts and the efforts of your independent auditor in meeting the reporting requirements for Georgia local governments.

Audit Report Review

During our review of the audit report, we noted the types of items described below. These items are explained in further detail on the enclosed Audit Report Review Results:

Items requiring correction on future reports. These items differ from form or note disclosure required by generally accepted accounting principles. We have granted a one-year waiver for correcting these items in accordance with O.C.G.A. Section 36-81-7, 50-8-35, or 50-8-39. However, in accordance with state laws, these items must be corrected in the audit report for the following fiscal year, or we cannot accept the report until the corrections are made. If you elect to correct these items on the current year's report, please ensure that the corrections are communicated to all appropriate grantor agencies and other interested parties. In addition, your auditor will need to comply with the appropriate standards related to audit reports of corrected financial statements.

Corrective Action Plan

Please see the Corrective Action Plan Review Results page at the end of this letter. This page lists findings either noted by your auditor or by our Department during our review. As of the date of this letter **we have not received your corrective action plan for the findings noted**. According to the O.C.G.A., Sections 36-81-7, 50-8-35, and 50-8-39, the audit report is due within 180 days after the close of your fiscal year and the corrective action plan is due 30 days after the audit report due date. Please submit your corrective action plan as soon as possible to ensure your compliance with state law. Upon receipt, we will review your corrective action plan for completeness. Corrective action plans should be considered acceptable unless we notify you otherwise.

City of Ball Ground
Audit Report Review Results
FYE June 30, 2025
Items Requiring Correction on Future Reports

<u>Item #</u>	<u>Item</u>	<u>Additional Information from Reviewer when Applicable</u>
So88	Governments should disclose in the Notes to the Financial Statements the following details about interfund transfers reported in the fund financial statements (GASB 2300.127; eGAAFR, page 584):	The notes should disclose information about the interfund transfers on page 26.
So88a	Amounts transferred from other funds by individual major fund, nonmajor governmental funds in the aggregate, nonmajor enterprise funds in the aggregate, internal service funds in the aggregate, and fiduciary fund type	
So88b	A general description of the principal purposes of the government's interfund transfers	
So91	Governments should disclose in the Notes to the Financial Statements the following details about interfund balances reported in the fund financial statements (GASB 2300.126; eGAAFR, page 581):	The notes should disclose information about the interfund balances on page 24.
So91a	Amounts due from other funds by individual major fund, nonmajor governmental funds in the aggregate, nonmajor enterprise funds in the aggregate, internal service funds in the aggregate, and fiduciary fund type	
So91b	The purpose for interfund balances	

From: Cathy Fredette <Fredette@audits.ga.gov>
Sent: Thursday, February 5, 2026 10:04 AM
To: Donna England <dengland@ballgroundga.gov>
Subject: City of Ball Ground 2025 Budget Corrective Action Plan

Good morning,

Thank you for contacting me this morning about the corrective action plan(CAP) for the budget item. I had overlooked the copy of the budget CAP in the file. I reviewed it and it complies with state requirements. No additional information is required to be submitted. I apologize for my error.

Thank you,

Cathy Fredette, CPA



Cathy Fredette
Senior Auditor II | Professional
Standards and Practices
404-651-5399

CAPITAL PROJECTS





ROUNABOUT



TIMELINE – WORK EXPECTED

CONCRETE IS
100%

GUARDRAILS
COMPLETE

RETAINING
WALLS
COMPLETE

FINAL COAT OF
PAVING
SCHEDULED FOR
TOMORROW

BACKFILLING
AND SOD FINAL
WORK (BEFORE
AND AFTER
PAVING)

MARCH 27TH IS
DUE DATE ON
ELECTRICAL
COMPONENTS

CROSSWALK
CRAZY!



PAVING ADD ON CANCELLED



NOT PAVING THIS SEGMENT

SR 372 SPUR/BYPASS

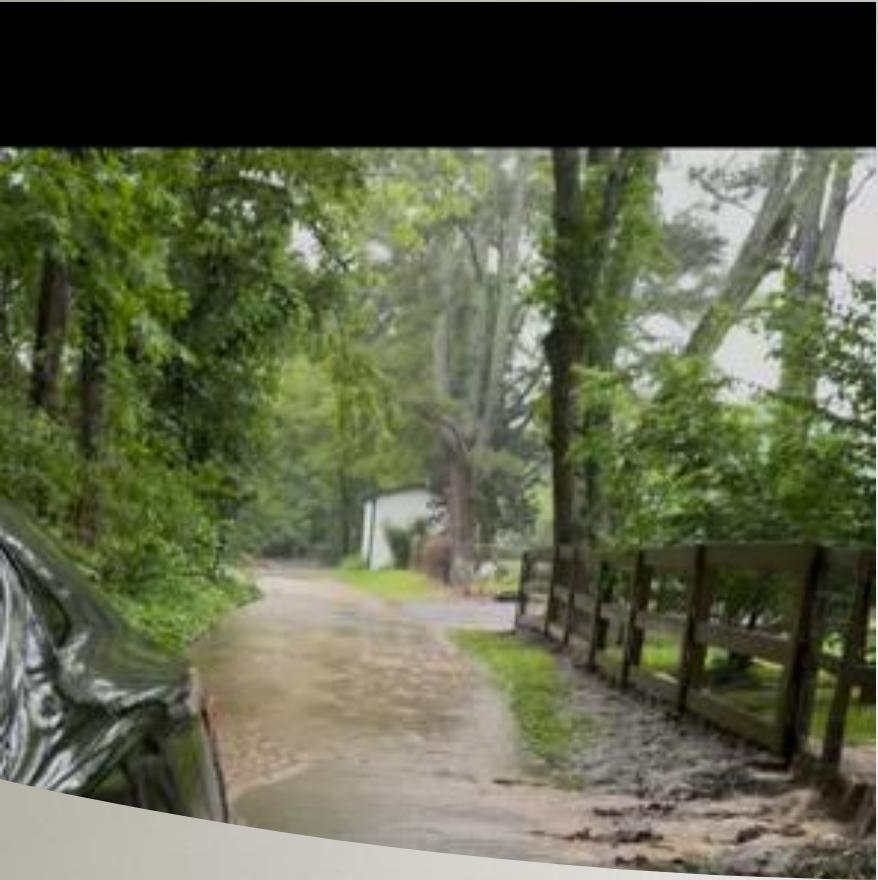
**CONGRESSIONALLY DIRECTED
SPENDING – CONFIRMED – One
Million**

**Applied 4 million – ARC for
additional right of way**

**Applied 20 million – Federal
Highway Administration**



OPEN HOUSE MID 2026



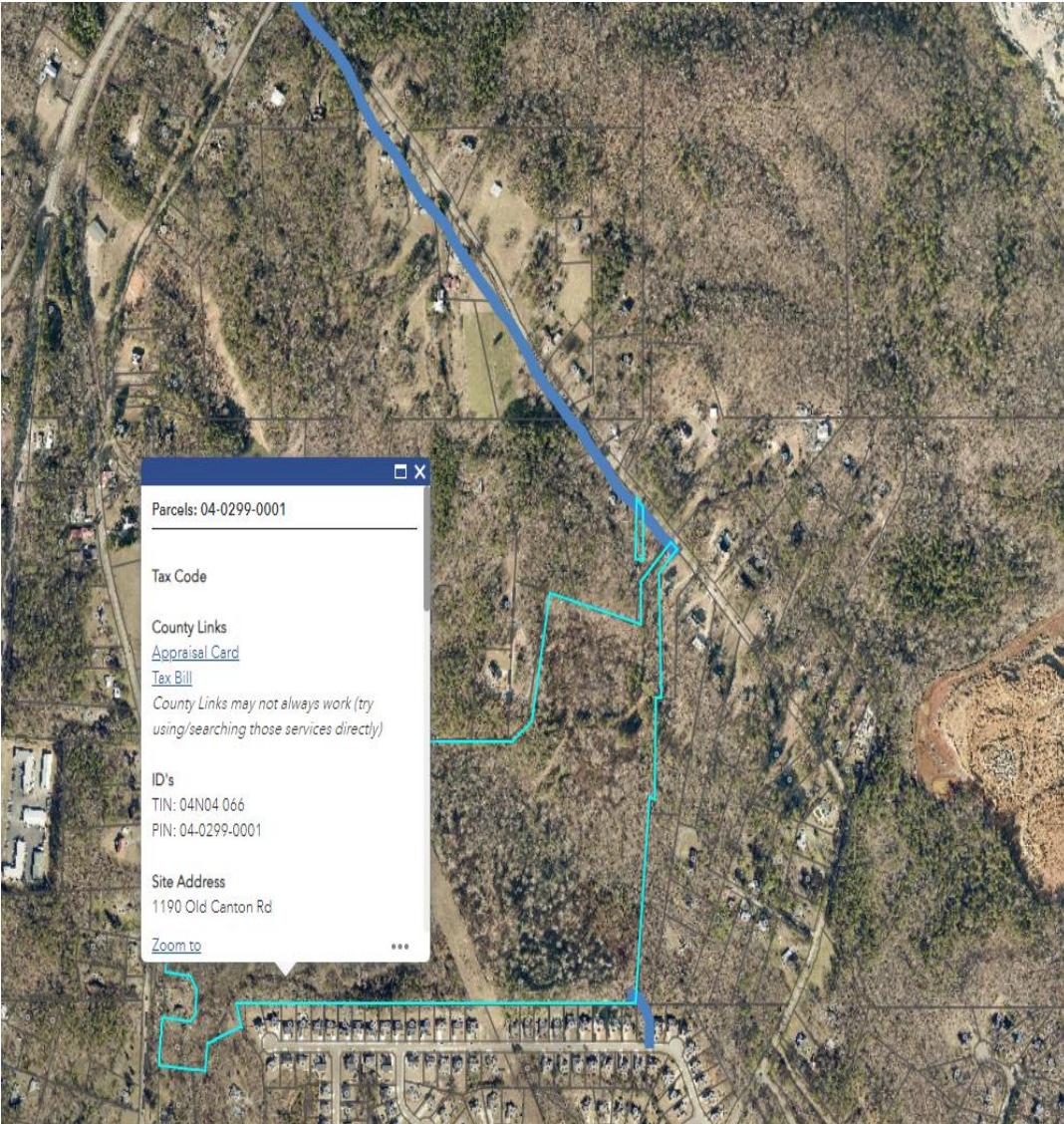
KILBY STREET STORM WATER (NIX ST RUNOFF) (PROJECT UNDER WAY)

WATER & SEWER





MOUNTAIN BROOKE CONNECTION (NEW)



PROJECT 100% COMPLETE

**ALL VALVES LOCATED /
MARKED**

**BACTERIA SAMPLES PULLED
AND CLEAR**

**WAITING FOR EXTENDED
WEATHER FORECAST TO
BEGIN SWITCH**

**MT BROOKE NORTH TO
PURCHASED – LANTERN WALK
TO WELL**



METER AND VAULT – JORDAN ROAD

\$\$\$\$\$

BY-PASS PUMPING – OLD DAWSONVILLE





BUDGET PROGRAMMING NEXT YEAR - \$50,000

WELL HEAD PROTECTION

- DEVELOPING NEW ORDINANCE
 - 15 FOOT CONTROL ZONE
 - RESTRICTED ACCESS – REQUESTING WAIVER
 - 250 FOOT INNER-MANAGEMENT ZONE
 - DUMPSTER PADS – DUMPSTER ORDINANCE
 - DETENTION PONDS
 - PONDS
 - STREAMS
 - SEWER LINES
 - 2092 FOOT OUTER-MANAGEMENT ZONE
 - POWER POLES
 - TRANSFORMER POLE AND GROUND MOUNT
 - CEMETERIES
 - PRIVATE WELLS



Ball Ground Rocks ©dm