

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
August 8, 2013

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held August 8, 2013 at 8:30 a.m. at the DDA office located at 936 Broad Street, Suite 107. Those members in attendance were Joey Hadden, Sanford Loyd, Cameron Nixon, Scylance Scott, Commissioner Marion Williams, Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, Terri Maas of Family Y, and Barry White of the Augusta Convention and Visitors Bureau. Those members not in attendance were Steven Kendrick and Natalie McLeod.

Mr. Nixon called the meeting to order at 8:35 a.m. and welcomed everyone to the meeting.

Mr. Hadden presented for approval the previous meeting minutes from June 13, 2013. With no additions or corrections, Mr. Loyd made a motion to approve the previous meeting minutes. Mr. Scott seconded the motion. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

In the Treasurer's Report, Mr. Loyd presented the financials.

The Profit & Loss Budget Performance (DDA Operating) Report reflected the following for July 2013: net income in the amount of \$11,677.48; budget for net income in the amount of -\$25,530.17 which is a loss mostly due to the timing of the salary payback invoice from the city; total income in the amount of \$14,385.21; budget for total income in the amount of \$13,050.66.

The report also reflected the following for January - July 2013: total income in the amount of \$102,638.68; year-to-date budget in the amount of \$93,437.62. This difference is partially due to the retail recruitment sponsorships received in the amount of \$9,000 that was not budgeted.

Ms. Woodard told the board that we have raised \$20,500 in sponsorships for retail recruitment. However, some of that money will not actually be received until the end of the year due to sponsor budget cycles. Our goal is to raise \$30,000 in sponsorships for retail recruitment.

The balance sheet as of July 31, 2013 reflected the following: total checking and savings in the amount of \$149,256.61 which does consists of some Christmas Light-Up Spectacular money which will rollover to this year's event; accounts receivable in the amount of \$1,000.

The Profit & Loss Budget Performance (Consolidated) Report was not discussed but is in board member books for review.

Mr. Hadden made the motion to accept the Treasurer's Report as information. Mr. Scott seconded the motion. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

In the Chairman's Report, Mr. Nixon spoke of a T-SPLOST round table meeting that he attended which was coordinated by Ms. Sue Parr of the Augusta Metro Chamber of Commerce. Governor Deal was also in attendance along with a lot of other representatives of groups that will be impacted by T-SPLOST that is currently underway. It was an opportunity for the city to share with the governor that there are a lot of good things happening in Augusta. The governor got to see some maps of the plans for the scheduled projects. He heard the positive aspects of what is happening across the CSRA. Mr. Nixon shared our retail initiative and the downtown projects slated to be paid for out of T-SPLOST. With our proximity to the medical district, he also shared the need for good transportation between the medical district, downtown restaurants, and downtown living space.

In the Director's Report, Ms. Woodard updated the board on the following:

Active Economic Development Projects

Georgia Cities Foundation (GCF)

- A loan was approved by the Foundation for 834 Greene Street and it will close in the next couple of weeks.
- Loans for 1120 Jones Street (Simpkin Seed) and 334 Greene Street are both currently in underwriting.
- The loan application for 307 James Brown Boulevard, under the new federal program, is about to go into underwriting.
- A loan application for 905 Broad Street will be discussed at today's meeting under New Business for approval to submit to the Foundation under the new federal program.

Other

A hotel developer from Savannah was in town to look at the proposed hotel site at the Augusta Common. Ms. Woodard will be in Savannah next week attending a conference and will have a follow-up meeting with the developer. Mr. Dusseau, another hotel developer, is still working on this project. He has gotten some term sheets.

Downtown Programs

Retail Strategy

- Retail Strategies is due to visit in two weeks to do the remainder of their information gathering for our demographic reports and the gap analysis. They are working on rents now.

Grant Projects

James Brown Boulevard Phase I

- The last form was completed yesterday and it will be advertised to go out for bid through the Procurement Department.
- The Service Provider Agreement has been executed between the DDA and the city with the DDA being the service provider.
- All contracts have been executed.

Ms. Woodard told the board that it was Rep. Wayne Howard and Rep. Quincy Murphy that went and got the money in the amount of \$750,000 for Phase II of the James Brown Boulevard Streetscape. The money came from Mr. Parham's district. Ms. Woodard has spoken with Rep. Howard and when this project is ready for a ground breaking we should do something to honor Rep. Murphy and thank Rep. Howard.

2013 Christmas Light-Up Spectacular

- A Steering Committee meeting was held on August 7th and we are partnering with 12 Bands.

Other

- We have submitted a Georgia Tourism Grant on behalf of Westobou.
- We are working with Georgia Regents University (GRU) President Dr. Ricardo Azziz and Mr. Cedric Johnson on a GRU Day in downtown Augusta.
- An Augusta Tomorrow Marbury Village meeting was held on June 27th and it is an implementation committee that involves downtown.
- A Parking Committee meeting was held on June 26th.

Mr. Loyd, due to Ms. Woodard's vacation schedule, attended the Parking Committee meeting. The meeting was a start-up meeting to layout what the parking issues were downtown and get input from people who may be affected by parking. Deputy Administrator Bill Shanahan was supposed to communicate with some other cities to find out how they handle their parking and reconvene the group in about 60 days.

Mr. Hadden had some clients in town and they wanted to eat at some downtown restaurants for lunch. They had heard about Blue Sky, Nacho Mamas, Pizza Joint, and a few others. At 1:00 p.m. lunch is over and Mr. Hadden could not find a parking spot at Pizza Joint. The middle aisle and curbs were filled. He then tried Nacho Mamas and could not get a parking spot in the parking wells or Broad Street. The car wash on 10th Street allowed Mr. Hadden to park there to go eat lunch. It was not the lunch crowd taking up the parking but residents and employees.

Ms. Woodard told the board that Sandler Training recently vacated the Doris Building. One of the biggest reasons was parking. They have moved to another location behind

Bonefish Grill. Also Rock Bottom Music is leaving to go across the street from Stein Mart. One of his biggest reasons is parking.

Ms. Maas of the Family Y also spoke of the parking issue. There are Family Y members that circle the block a few times and then decide to go to the Wilson Family Y on Wheeler Road.

Commissioner Williams will put parking on the agenda to talk about it and will try to build support for it.

Ms. Woodard told the board that when she has prospects in town or is showing space the two questions that are always asked are “Where are my customers going to park?” and “What happened to downtown? It is filthy.”

Ms. Woodard will provide Commissioner Williams with the parking plan.

The management team, president, and CEO of Family Y are relocating from the Family Y located on Wheeler Road to the downtown Family Y. The Family Y pays for parking spaces for their employees.

Ms. Woodard asked for a motion to accept the Director’s Report as information. Mr. Loyd made the motion. Mr. Scott seconded the motion. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

A complete copy of the Director’s Report is in board books.

Under New Business, Ms. Woodard presented the DDA Strategic Operating Plan.

This is a result from the board retreat held in March which was facilitated by Mr. Billy Parrish. The direction that the DDA is trying to go in is to truly become more of an economic development agency.

Our plan consists of the following:

- Coordinate retail recruitment strategy
- Manage James Brown Boulevard Streetscape, Phase I and II
- Coordinate and manage SPLOST Projects
- Act as public interest developer for key downtown projects
- Develop financial opportunities to encourage development
- Support the Chambers T-SPLOST initiative
- Support the Augusta Convention and Visitors Bureau Gateway Improvement Program
- Support Augusta Tomorrow’s Marbury Village Project
- Partner with the Alliance to produce Christmas Light-Up Spectacular or a new event to promote downtown
- Garner local and state support for Renaissance Act 2013

- Support widening of 15th Street Bridge

Ms. Woodard asked for a motion to approve the DDA Strategic Operating Plan. Mr. Scott made the motion. Mr. Loyd seconded the motion. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

Under New Business, Mr. Loyd presented a Georgia Cities Foundation Loan application for 905 Broad Street for board approval to submit to the Georgia Cities Foundation. This is for the federal program.

The requested loan amount is \$236,000. This building was purchased by a local family. Their intent is to put a restaurant downstairs with some event space upstairs. Total project cost is in the amount of \$660,000. The owners do have outside financing as well and it is a viable project.

Mr. Loyd made the motion to approve the Georgia Cities Foundation Loan application for 905 Broad Street for submission to the Foundation. Mr. Hadden seconded the motion. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

Under New Business, Mr. Nixon opened discussion regarding the current state of downtown cleanliness.

Downtown is not as clean as it used to be. Ms. Woodard presented photos of the 900 block of Broad Street to the board. The photos showed dirty curb lines, broken infrastructure, and overgrown weeds in tree wells. There is also a lot of graffiti downtown.

Mr. Hadden excused himself from the meeting at 9:28 a.m. due to another appointment.

Mr. Nixon made the suggestion to keep this as a permanent agenda item and discuss it every month.

Commissioner Williams suggested possibly using inmates or trustees once a week.

Mr. Loyd commented on the T-SPLOST that will be used for Broad Street. There is planning going on as to what the downtown plan is supposed to be and he wants DDA to stay connected to it. A lot is happening in the third band of the project which is in the later phase of it. The city itself is doing inventory of everything they have underground and the work they are going to have to do underground. Repairing and or replacing things. We need to make sure that what we do fits with the entire plan with the right timing so that we do not do something or get involved in something that ends up having to be undone.

Ms. Woodard has spoken with Mr. Abie Ladson regarding the \$1.3 million for the James Brown Boulevard Streetscape. He told us to go ahead and proceed with sidewalks and

new street lights. When he gets to James Brown Boulevard he will be doing the infrastructure and taking up the streets.

With no further business to discuss, Mr. Nixon thanked our visitors and adjourned the meeting.

The meeting was adjourned at 9:35 a.m.

Respectfully submitted,

Joey Hadden, Secretary