

**Downtown Development Authority
Meeting Minutes
February 14, 2008**

The regularly scheduled meeting of the Downtown Development Authority was held February 14, 2008 at 8:30 am at the DDA offices located at 416 8th Street. Those members in attendance were Julian Roberts, Dr. James Carter, Commissioner J.R. Hatney, Paul King, Steven Kendrick, Cassandra Brinson, Legal Counsel Byrd Warlick and Executive Director Margaret Woodard. Guests and observers included Annalee Narwold, Jessica Fuselier, Tim Rausch of the Augusta Chronicle, Camille Price of Augusta Tomorrow, Barry White and Jennifer Bowen of the CVB, Michael Thames of the Metro Spirit, and Lara Plocha of D(a)2.

Julian Roberts called the meeting to order at 8:30 am and welcomed everyone. Mr. Roberts asked for a review of the previous meeting minutes from January 3, 2007. With no additions or corrections Dr. Carter moved the minutes to be approved. Mr. Kendrick made a second to the motion. All were in favor and the motion passed unanimously.

Mr. Wahl had a conflict and was unable to attend the meeting. Mr. Roberts called on Margaret Woodard to give the Treasurer's Report. Ms. Woodard presented the proposed operating budget for 2008 and stated the budget was formulated with the current funds received from the city in the amount of \$154,790; income from CADI, pending board approval in the amount of \$25,000; interest income in the amount of \$5000; SPLOST transfers in the amount of \$250,000 and private funds raised for Phase II for Christmas decorations. Total income for the year is \$ 741,110. Expenses include DDA standard operating expenses, CADI operating expenses, insurance, payroll expenses and professional fees in the amount of \$741,110. Net income is \$0. Ms. Woodard asked for a motion to accept the 2008 budget. Mr. Roberts made the motion with a second by Mr. King. All were in favor and the motion passed unanimously.

Ms. Woodard continued with the financial report for January. Income reported to date includes city funding and monies for Christmas decorations in the amount of \$48,200. Expenses occurred to date are standard operating in the amount of \$17,245.15 with net income in the amount of \$30,954.85. The Balance Sheet as of January 31st reflects \$232,273.16 in the Capitol City money market account; \$122,286.58 in Georgia Bank and Trust CD account; \$141,883.86 in checking and \$15,588.23 in savings. Total assets are \$512,032.28. Ms. Woodard asked for a motion to accept the report as information. Commissioner Hatney made a motion with a second by Mr. Kendrick. All were in favor and the motion passed unanimously.

Ms. Woodard presented the 2008 budget for the Saturday Market on Broad. Income from sponsors, vendor fees, coupon ad sales and merchandise is \$48,275. Expenses for salaries, event insurance, advertising, storage and U-HAUL fees and other standard operating expenses are \$45,170 with net income for the year at \$3105. Currently there is \$20,349.77 in the Saturday Market account which is \$7,000 ahead of last year. Ms. Woodard asked for a motion to accept the SMOB 2008 budget. Dr. Carter made the

motion with a second from Mr. Roberts. All were in favor and the motion passed unanimously.

Mr. Roberts introduced Ben Skinner for a presentation on a proposed trolley system. Mr. Skinner stated the purpose of his project is to design a transit orientated system in downtown Augusta. The project includes 4.5 miles of track and the estimated cost is \$18-25 million per mile of track. The trolley would provide connectivity to the medical community, the third level canal and new development on Reynolds Street and create opportunities for new residential and mixed-use development. In addition, the trolley system would allow for more mobility downtown and help to relieve some heavy traffic downtown. There was a short discussion about the project and its possibilities. Mr. King made a motion to send the street car concept to the Economic Restructuring Committee. Dr. Carter seconded the motion. All were in favor and the motion passed unanimously.

Mr. Roberts introduced Barry White of the Convention and Visitors Bureau for his presentation on the Wayfinding Signage. Mr. White stated that Phase 1 includes signs that will be in downtown or directing people downtown with vehicle directional, pedestrian directional and a kiosk located on the 10th street demolition block. There will be 17 signs and numerous banners in Phase 1 including the brick gateway signs and district directionals. The brick signs will be placed at crucial points at downtown gateways and will be lighted and landscaped. Banners will be placed on the 13th Street Bridge and other key locations. The kiosk will feature a "you are here" point and a downtown directional map. Mr. White mentioned that these signs will streamline all of the directional signs in the downtown area as well as include distance indicators to the destinations. The total cost of Phase 1 is \$220,000 not including staff time. The installation will start in March and be unveiled in April.

In the Executive Director's report Margaret Woodard stated that the Clean Augusta Downtown Initiative held its first board meeting on January 31st. In that meeting the board was ratified; Articles of Incorporation and By-Laws were approved as well a contract with SGI to provide services. Mr. Barry White was appointed as interim-chair. The projected date for the program to be up and running is late March.

The 10th Street demonstration block has had some challenges including 17 inches of rain, multiple change orders and incorrect underground utilities. However, now all utilities are in place, change orders have been completed and the completion date is early April. The total cost of the project will be \$124,716.96 at completion.

The Pilot Lighting project design work is completed. The underground sanitary/storm sewer pipes are 12 inch and need to be upgraded to 18 inch. The projected cost is \$500,000 and the DDA has agreed to contribute \$100,000 to the project. The bid date is scheduled for June.

The Ellis Streetscape is designed and has gone to utilities to verify underground depths. The project is estimated to go out to bid in April, and the grant for the Harrisburg

properties survey is completed and has been submitted. Ms. Woodard asked for a motion to accept her report as information. Commissioner Hatney made the motion with a second by Dr. Carter. All were in favor and the motion passed unanimously.

Ms. Woodard presented the Strategic Plan for 2008. Major initiatives include business opportunities for the revitalization of the third level canal, Harrisburg, and East Boundary; assist the Medical College of Georgia in its flagship expansion efforts; complete SPLOST projects; develop and implement public/private partnerships for a banner program, bench sponsorship drive, phase II of Christmas decorations and the SMOB. Mr. King made a motion to accept the 2008 strategic plan. Mr. Kendrick seconded the motion. All were in favor and the motion passed unanimously.

In the Chairman's report, Mr. Roberts stated that at the Finance Committee Meeting, committee members voted to expand our boundaries to Eve Street instead of Milledge Street. Commissioner Hatney stated that the revised expansion would not include the KROC Center or the existing baseball stadium. The expansion and the request for additional funding goes to the full commission for approval February 19, 2008.

Under old business, Mr. Roberts acknowledged Mr. King regarding a possible tree maintenance program. Mr. King stated that he and Ms. Woodard met with Mike Greene of the City of Augusta. Mr. Greene stated that in the last 12 months the fallen trees were on private property and there was no outward sign that the trees were hazardous when they fell. Also discussed in the meeting was the idea for private property owners to purchase trees to help fill in gaps and then those trees would be maintained by the city, pending approval.

Under new business, Mr. Roberts introduced Lara Plocha to request funding for D(a)2. Mrs. Plocha asked the board to consider funding in the amount of \$2,000.00 for a merchant loyalty card program called Destination Downtown. Mrs. Plocha has contacted many different downtowns in regards to this card and is using Atlanta's card as a model for this project. D(a)2 has asked the Convention and Visitors Bureau for funding as well. The DDA logo would appear on the front of the card along with the website and other information on the back. Mr. King made a motion for the funding request to go to finance committee for further study. Mr. Kendrick seconded the motion. All were in favor and the motion passed unanimously.

Under new business, Mr. Roberts asked Mr. King to present HA House Bill 851 for board approval. Mr. King stated this bill significantly changes historic tax credit projects by removing the cap that exists which is the biggest incentive for investors. The current state credit caps at \$5,000. This bill removes that cap and makes more projects viable so that they are not turned down for economic reasons. This bill could stimulate investment in the downtown area. Mr. King made a motion to have the board support the bill. Dr. Carter seconded the motion. All were in favor and the motion passed unanimously.

Under new business, Ms. Woodard stated that from CSF Architects has requested that the sidewalk in front of their building be replaced with a granite stone similar to that used in

Charleston and CSF is willing to pay all costs. Ms. Woodard met with George Patty and both agreed that by allowing one organization to change their sidewalk would set an unlimited precedence for other downtown business to do as they please as well. Ms. Woodard suggested that Mike Greene of the City of Augusta to help grind and level their sidewalk along with planting flowers to make it more appealing. Mr. King made a motion to allow Ms. Woodard to use her discretion on helping to better their existing sidewalk. Mr. Kendrick seconded the motion. All were in favor and the motion passed unanimously.

Under new business, Ms. Woodard stated that the CADI board of directors voted unanimously for the DDA to act as liaison for the BID program. DDA would provide office space, office equipment usage, storage space, and administrative services for the amount of \$25,000 annually. Mr. King moved that the board approve the CADI request concept pending legal review from both parties. Dr. Carter seconded the motion. All were in favor and the motion passed unanimously.

Under new business, Mr. Roberts stated that two board seats have expired. Mr. Roberts made a motion to appoint Mr. Kendrick, Mr. King and himself to a steering committee for appointing seats for the commission to approve. Mr. King made the initial motion with a second from Commissioner Hatney. All were in favor and the motion passed unanimously.

Under new business, Mr. Roberts stated the last item on the agenda is the election of officers for 2008. Mr. Roberts recommended Steven Kendrick as Chairman, Paul King as Vice Chairman, Phil Wahl as Treasurer until his seat is filled and Julian Roberts as secretary. Mr. King made the motion to accept the slate. Commissioner Hatney seconded the motion. All were in favor and the motion passed unanimously.

Ms. Woodard announced that Annalee Narwold would be leaving the Downtown Development Authority organization for an opportunity with Horizon Group Investments, better known for their project in the J.B. Whites building. She thanked Ms. Narwold for all of her hard work and wished her luck with her new opportunity.

Mr. Kendrick thanked Mr. Roberts for being an amazing Chairman and asked for a round of applause for all of his hard work.

Dr. Carter made a motion to adjourn with a second from Mr. King. The meeting adjourned at 10:20 am.