

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
July 14, 2011

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held July 14, 2011 at 8:30 a.m. at the DDA offices located at 936 Broad Street, Suite 107. Those members in attendance were Steven Kendrick, Mark Bowling, Scylance Scott, Jr., Joey Hadden, Cameron Nixon, Rick Allen, Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, Camille Price of Augusta Tomorrow, CADI Project Manager Jessica Fuselier, Chris Selmek of Verge, David Hutchison of The Book Tavern, Gracie Sheppard of The Augusta Chronicle, Commissioner Matt Aitken, Chris Thomas of News 12, and Dr. Anthony Robinson of James M. Hull College of Business at Augusta State University.

Mr. Kendrick called the meeting to order at 8:33 a.m. and welcomed everyone to the meeting.

Mr. Hadden presented the previous meeting minutes from May 19, 2011. With no additions or corrections, Mr. Allen made the motion to approve the previous meeting minutes. Mr. Bowling seconded the motion. All were in favor and the motion passed unanimously.

In the Treasurer's Report, Mr. Nixon presented the DDA financials.

The Balance Sheet for June 2011 was reviewed.

The Profit & Loss Budget Performance (DDA Operating) Report reflected the following for January 2011 through June 2011: total income in the amount of \$95,033.36; total expense in the amount of \$59,891.95; net ordinary income in the amount of \$35,141.41.

The Profit & Loss Budget Performance (Consolidated) Report which includes operating, SPLOST, and Christmas is in board books for informational purposes.

The Saturday Market June 2011 financials are in board books for review.

With no further discussion or questions from the board, the motion came from the Finance Committee to accept the Treasurer's Report as information. The motion was seconded by Mr. Hadden. All were in favor and the motion passed unanimously.

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

Active Economic Development

- Mr. Chris Higdon of GMA was in town yesterday and reviewed six projects for the Green Loan Fund. All six projects were approved.

- A new energy efficient roof on the Elliott Building will be completed today. This is the first Green Loan Project completion. The loan amount was \$27,000.00.
- Letter of Intent has been signed for GCF Loan for 220 - 222 6th Street.
- Awaiting signatures on Letters of Intent for four more GCF Loans.
- The Johnson Building has been approved for an Energy Audit for a new roof, new HVAC and installation. They will also apply for a GA Cities Loan.
- The closing for 851 Broad Street is 7/18/2011 and the groundbreaking on this project will be held soon.
- Currently, the Green Loan is available to anyone in the city limits but that is about to change to downtown only.

Georgia Cities Loans Approved in June

- 967 Broad Street - loan approved in the amount of \$111,860.00
- 1151-1155 Broad Street - loan approved in the amount of \$250,000.00
- To date six loans have been approved for a total amount of \$998,325.00. If include the \$27,000.00 for the approved Green Loan that is over \$1 million dollars that has leveraged \$10 million in renovations.

JB White's Building

- Plumbing work has been completed on all floors.
- Sprinkler, electrical, and drywall work is underway.
- Exterior windows arrived today and installation will start soon. Exterior windows were approved by Historic Commission.

Other

- The ribbon cutting for Sundrees Urban Market will be held on July 26th at 11:00 a.m.
- The ribbon cutting for the Kroc Center will be held on August 6th.

SPLOST Projects

Broad Street Lighting and Signal Project

- All streetlights are installed and 80% of the wire has been pulled.
- The traffic light installation will begin in August.
- This project is on track to light up in September/October.

Emporium Lighting Project

- The lights are installed and operational.
- There is minor site work remaining.

Pilot SPLOST Project

- The first application has been received and the committee will review the application following the board meeting.

Downtown Programs

CADI

- CADI hours have been revamped due to the heat. They now begin at 7:00 a.m.
- A survey is being prepared to send out to property owners and will be mailed out with postcards.
- The Steering Committee met 6/21 to begin planning for the next 5-year sunshine period. Discussions for expanding the district are in review.
- The revised contract from SGI is under review and once approved it will bring back Sunday hours.
- Monthly activity reports are in board books for review.

Ms. Woodard told the board that CADI provided a lot of assistance for the cycling event that was held on Friday, June 24th. On that Saturday, CADI assisted the city with clean up. CADI also assisted with the Fourth of July celebration clean up and assisted with clean up during the city furlough days.

Saturday Market

When the DDA ran the market and Ms. Woodard was on-site we were not required to hire a superintendent from Parks and Recreation. Now that the market has been turned over to someone else it is going to cost \$4,000.00 that was not budgeted for the market. Ms. Woodard met with the city. If the city has an event going on at the Augusta Common they will send a superintendent over. Otherwise, Ms. Woodard has to be at the market until this issue can be resolved as she is considered an agent of the city and Ms. Buxton is not.

Mr. Kendrick told the board that when the market first started that he and Ms. Woodard were there every single Saturday. Therefore, the city did not have to send anyone to take care of city property. Mr. Kendrick made the suggestion that the board could volunteer to do a Saturday rotation to help the market and save the superintendent fee.

Light-Up Spectacular

- A Steering Committee Meeting has been scheduled for August 9th to begin 2011 planning.
- Sponsorships are underway with a goal to raise \$10,000.00. This week \$1,000.00 was raised.

James Brown Blvd. Phase 1

- Comments have been received from Moreland and Cranston has made the revisions to be submitted next week.
- Project should start in the next six months.

Other

- Working with Mr. Steve Cassell on security cameras for Broad Street. Met with Sheriff's Department and the camera company. Design and pricing have been completed.
- Conflict of Interest Policy for board approval in August.
- SPLOST VI Project recommendations to board in August.

Mr. Kendrick suggested to the board to meet in small groups with Ms. Woodard before the next board meeting to review and prioritize projects that should be done. That way at the next board meeting the board will have an idea of which projects should be done and can begin to solicit the funds from the city to start on those projects.

Ms. Woodard has noticed a lot of people riding their bikes downtown. Pictures of the bike racks at the 8th Street Riverwalk Stage Project were distributed to the board. The bike racks cost \$500.00 a piece with installation. She asked the board to consider possibly looking into a program that if a business owner on a block was willing to pay half of the bike rack cost the DDA would contribute the other half that would include installation. This would be 50/50 private/public partnership. We would use money that is leftover from the Emporium Lighting Project to pay our portion of the bike racks. This program would not be limited to Broad Street and we would work with the city on placement.

We will begin posting the Director's Report on the DDA website.

Due to manpower and financial challenges, Ms. Woodard asked Commissioner Aitken if the city could help the DDA with the DDA website. Commissioner Aitken will speak with Mr. Russell and will also ask about the bike racks.

Mr. Kendrick thanked Ms. Woodard for the Director's Report.

Under New Business, Mr. Kendrick introduced Mrs. Camille Price of Augusta Tomorrow. She presented the board with an Augusta Tomorrow Master Plan update.

The Westobou Crossing Implementation Team is the only team that looked at Augusta and North Augusta. They are the team that is considering what may happen with the 5th Street Bridge in conjunction with the Master Plan. The Augusta side would be residential and the North Augusta side would be recreational. They are going to be sending out a developer packet to see what it would look like. The developer would also help them figure out what to do with the 5th Street Bridge.

Augusta Tomorrow was very instrumental in helping to get a \$1.8 million dollar grant that the city received. This will help to develop 15th Street from the Savannah River to Gordon Highway.

The Harrisburg Implementation Team has been working on an initiative called "Turn Back the Block". They partnered with the Fuller Center for Housing to begin to figure

out how to renovate the homes along Broad Street in Harrisburg. The first house is finished and it is ready to sale. They are starting to renovate the second house.

In conjunction with the Augusta Canal Authority, Augusta Tomorrow brought in the Georgia Conservancy. This group is from Atlanta and has worked in different communities helping to develop those communities. They are very excited about Harrisburg and have brought in a professor from Georgia Tech and a number of graduate students. The graduate students spoke with the community to find out how the Harrisburg Community can implement the Master Plan. That plan should be out in the next month or so.

The Gateway Implementation Team started with the Wheeler Road Gateway from I-520 to I-20 and totally renovated that whole corridor and medians from I-520 to I-20. It was done with private funding. The city assisted with boring under the road. Wheeler Road is the second most highly traveled road in Augusta.

Under New Business, Mr. Tony Robinson of James M. Hull College of Business at Augusta State University spoke to the board about themes/branding for the CSRA. Goals are community recognition, increase public enthusiasm and interest, and economic development. Three items to be promoted are health, science, and technology.

The board thanked Mr. Robinson.

The SPLOST Pilot Program Committee Meeting is immediately following the board meeting.

With no further business to discuss, Mr. Kendrick made the motion to adjourn the meeting at 9:44 a.m. Mr. Nixon seconded the motion. All were in favor and the motion passed unanimously.

Respectfully Submitted,

Joey Hadden, Secretary