

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
June 13, 2013

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held June 13, 2013 at 8:30 a.m. at the DDA office located at 936 Broad Street, Suite 107. Those members in attendance were Sanford Loyd, Scylance Scott, Commissioner Williams, Joey Hadden, Natalie McLeod, Steven Kendrick, Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, Dot Smith of Comcast, Camille Price of Augusta Tomorrow, Travis Ragsdale of WRDW, Chris Selmek of Verge, Barry White of the Augusta Convention and Visitors Bureau, Jenna Martin of the Augusta Chronicle, and Attorney Brian Mirshak of Mirshak and Smith.

In Mr. Nixon's absence, Mr. Scott called the meeting to order at 8:30 a.m. and welcomed everyone to the meeting. He also welcomed new board member Commissioner Williams.

Mr. Scott and Ms. Woodard presented Mrs. Walls with a certificate and pin for five years of service.

Mr. Scott presented for approval the previous meeting minutes from May 9, 2013. With no additions or corrections, Mr. Scott asked for a motion to approve the minutes. Mr. Loyd moved the motion for approval which was seconded by Mr. Hadden. All were in favor and the motion passed unanimously.

In the Treasurer's Report, Mr. Loyd presented the financials for May 2013.

The Profit & Loss Budget Performance (DDA Operating) Report was reviewed. Mr. Loyd pointed out the annual audit fees for May were higher than the amount budgeted for the month. This is due to billing which is now complete. Total annual audit fees have been paid in the amount of \$8,750. It does not exceed the year to date budget or the annual budget in the amount of \$8,750.

The balance sheet as of May 31, 2013 was reviewed. The Profit & Loss Budget Performance (Consolidated) Report which was not discussed is also in board books for review.

Mr. Loyd asked the body to accept this as information. Mr. Scott asked the board if there were any questions. Hearing none, Mr. Hadden made the motion to accept which was seconded by Mr. Kendrick. All were in favor and the motion passed unanimously.

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

Active Economic Development Projects

We have reached our maximum loan amount for the Georgia Cities Foundation (GCF) Revolving Loan. The maximum amount is not the amount lent to our city but the amount being paid back. We have so many outstanding loans that we are waiting on them to be completed so that the loans can be repaid. We are on hold until September as GCF feels like some of the loans will be paid back then. We can then resume applying for the revolving loans. The loan for 334 Greene Street that was approved by the board for submission to GCF at the May 9, 2013 board meeting is the last revolving loan that we can apply for until September. Our city is the second city that has gotten the most loans behind Rome.

There is a new federal program through GCF. This program consists of \$9 million that has been given to the Department of Community Affairs (DCA). There is no formula in how much can be borrowed. It has a 2 percent interest rate with a ten year payback and has to be 51 percent owner occupied. One was just approved for \$2 million for a hotel in Savannah.

We have three loans for the new federal program which are 307 James Brown Boulevard, 905 Broad Street, and the proposed hotel at the Augusta Common. As of July 1st, an origination fee will be charged by GCF for these federal loans. The maximum they can charge is \$10,000. The federal money has to be earmarked and given a project by December.

- We are still working with Hildebrandt's located at 222 6th Street on a Green Loan for a mechanical system.
- A GCF loan application in the amount of \$75,000 for 307 James Brown Boulevard for the federal money is to be presented under New Business.

Downtown Programs

Retail Strategy

- We are working with Retail Strategies on a property and building inventory.
- A retail survey is on board notebooks for the board to complete.
- To date we have raised private funds in the amount of \$20,500. Ms. Woodard thanked Mr. White, Ms. Price, Ms. McLeod, Augusta Metro Chamber of Commerce, Georgia Regents University, Golden Living Centers, and the Augusta Regional Collaboration for their sponsorships.

Grant Projects

James Brown Blvd. Phase I

- We have received comments on the specifications for the contract documents from the consultant and it has gone to Procurement.
- This project should go out for bid in the next 30 days.

Other

- The “Live Urban Initiative” launch was held on May 30th at the J.B. White’s Building and was very successful. This initiative is to promote downtown living.
- The Book Tavern ribbon cutting was held on June 3rd.
- Facilitator recommendations from the DDA Board Retreat given to board members for comments. Ms. Woodard will use this report to create a strategic plan for the board to adopt in August.

Augusta Convention and Visitors Bureau (ACVB) President Barry White came before the board to give an update. He presented and distributed to the board a city guide, downtown map, dining guide, and pages from a pad map. These are some of the publications that are distributed by his office. The National Wild Turkey Federation is in town this week with 400 delegates and this weekend is the Tattoo Festival with an expected 1,100 people. Both events are being held at the TEE Center. The retail study is critically important to what the ACVB does as retail is second with the first being dining.

The board thanked Mr. White for his update.

Mr. Scott thanked Ms. Woodard for the Director’s Report and asked if there were any further questions.

Mr. Kendrick asked Ms. Woodard about her impressions as it relates to downtown parking. She had two appointments scheduled to look at available properties last week that cancelled. Both cancellations were due to parking as they had read about the mismanagement and the fact that we do not have a parking management plan. They have cancelled until we do have a parking management plan.

The DDA needs to come to some conclusion as to what our role is in the parking situation. A parking plan has already been provided to the commission and it rests with them until they make a decision. Commissioner Williams told the board that maybe he could put it on the committee to begin discussion as it will be a bigger problem if it is addressed later rather than sooner.

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

Mr. Scott asked for a motion to accept the Director's Report as information. Mr. Kendrick made the motion to accept. Mr. Loyd seconded the motion. All were in favor and the motion passed unanimously.

Under Old Business, Legal Counsel Warlick has reviewed the minutes from the May 9th board meeting and the motion passed unanimously to execute the deed that Attorney Plunkett, on behalf of the city, asked us to sign. Legal Counsel Warlick has the paperwork which needs to be signed and we need no further action on this item.

Legal Counsel Warlick has contacted Attorney Plunkett regarding the quit-claim deed that we did not take action on and is awaiting a response from Attorney Plunkett.

Under New Business, Ms. Woodard presented a Georgia Cities Foundation loan application for 307 James Brown Boulevard in the amount of \$75,000 for board approval to submit to the Georgia Cities Foundation.

The building was on the endangered list for Historic Augusta and has been empty for eight years. The building was purchased in December 2012 by Ms. Brown. She is going to rehab the building and it will have a restaurant on the first floor and the second floor will be owner occupied. Ms. Brown has put in the required 10 percent and Georgia Bank and Trust has approved a construction loan pending approval of the Georgia Cities Loan by the Georgia Cities Foundation.

The Georgia Cities Foundation has seen the building. They will work with us on this first federal loan as this meets the requirements to be submitted to the Foundation for the federal program.

Ms. Woodard asked for a motion to approve the Georgia Cities Foundation loan application for 307 James Brown Boulevard in the amount of \$75,000. Mr. Kendrick made the motion to approve. Ms. McLeod seconded the motion. All were in favor and the motion passed unanimously.

Ms. Woodard explained to the board that this federal loan program is the same as a Georgia Cities Foundation Revolving Loan Fund in which the DDA serves as the pass through. Once the loan is received the recipient would pay down their bank loan.

Under New Business, Commissioner Williams presented the Broad Street Veranda Concept.

This concept would have street level parking which would be where the parking wells already are and would not be changed. This would include lighting, cameras, and the drainage would be fixed. The trees in the well would have to come out. The second level would be pedestrian space. It would be monitored by cameras. There are only two places in the world that the architect knows of that this concept could be done. One is Augusta due to the width of Broad Street and the other is France.

This is just a concept and has not been carried to the commission. Commissioner Williams wants the general public to look at it and give their input. The estimated cost is \$3 million and that includes cameras.

Ms. Woodard told the board that when the rendering came out Commissioner Williams asked us to show it to downtown businesses to get their input. For the most part everyone loved it. There were two concerns which were height and money for maintenance.

Mr. Kendrick has charged Ms. Woodard to help facilitate this concept.

The board thanked Commissioner Williams for his presentation.

There will be no board meeting for July.

With no further business to discuss, Mr. Scott asked for a motion to adjourn the meeting. Mr. Hadden made the motion. Mr. Loyd seconded the motion.

The meeting was adjourned at 9:23 a.m.

Respectfully submitted,

Joey Hadden, Secretary