

**Downtown Development Authority  
Meeting Minutes  
March 11, 2010**

The regularly scheduled meeting of the Downtown Development Authority was held March 11, 2010 at 8:30 a.m. at the DDA offices located at 936 Broad Street, Suite 107. Those members in attendance were Steven Kendrick, Cameron Nixon, Mark Bowling, Joey Hadden, Commissioner J.R. Hatney, Legal Counsel Byrd Warlick, and Executive Director Margaret Woodard. Guests and observers included DDA Office Manager Roxanne Walls, CADI Project Manager Jessica Fuselier, Tim Rausch of the Augusta Chronicle, Barry White and Jennifer Bowen of the Augusta Convention and Visitors Bureau, Camille Price of Augusta Tomorrow, George Eskola of News Channel 6, Chris Thomas of News 12, David Hutchison of The Book Tavern and d(a)<sup>2</sup>, Cortland Dusseau of Legacy Hospitality, Calvin Prins of Prins Development LLC, and Brooke Buxton of New Life Natural Foods and long-time Saturday Market vendor.

Mr. Kendrick called the meeting to order at 8:40 a.m. and welcomed everyone.

Mr. Kendrick reminded the board that our regularly scheduled meeting for April falls during Masters and has been rescheduled for April 15, 2010.

Mr. Bowling presented the previous meeting minutes from December 10, 2009 and the February board retreat. With no additions or corrections, Mr. Nixon made the motion to approve the previous meeting minutes with a second by Commissioner Hatney. All were in favor and the motion passed unanimously.

In the Treasurer's report, Mr. Nixon presented the year-end DDA financials as of December 31, 2009. The balance sheet reflects a healthy cash balance as this is a combination of all of the accounts. It reflects assets and the little debt we have related to the bonds on some of those fixed assets.

The Profit & Loss Budget Performance (DDA Operating) Report reflects total income from January 2009 through December 2009 in the amount of \$206,909.30 which was a little off of the budget that was set in the amount of \$216,790.00. The difference was interest income and Saturday Market income that we anticipated.

Mr. Nixon presented the DDA financials for the first part of the year and where we are now. The Balance Sheet as of February 28, 2010 reflects more cash in savings as we are receiving city funds and have not cut the salary payback check yet. It is a monthly cash in and a quarterly cash out.

The following DDA operating amounts were reflected for January 2010 through February 2010: total income in the amount of \$30,003.67 versus the year to date budget income in the amount of \$32,237.66. The difference is the rollover from event programs that may or may not show up later in the year. Net income is in the amount of \$20,951.95. This amount will be cleared out in March or April when the salary payback is paid to the city.

In addition to the audit that we have done by Serotta Maddocks Evans, we have another firm, Matt Verdery CPA, to work with Mrs. Walls to compile the financials to make sure all of the adjusting entries are done correctly. They also help with the year-end numbers. A copy of the compilation report was in Mr. Nixon's book but not in the other board member books. Mr. Nixon said he would be happy to share it with the other board members.

Saturday Market on the River financials were not discussed but were in board member books.

Mr. Kendrick thanked Mr. Nixon for his report.

With no questions from the board, Mr. Kendrick asked for a motion to accept the Treasurer's report as information. Commissioner Hatney made the motion with a second from Mr. Bowling. All were in favor and the motion passed unanimously.

In the Director's report, Ms. Woodard spoke of the James Brown Boulevard Streetscape Project. The project design has been finalized and the survey work has been completed. She gave Cranston Engineering credit as originally the project was to do a few blocks in front of the Judicial Center. With construction costs being as low as they are now, that project will go from Reynolds Street to Dyess Park. It will skip a little bit of the railroad tracks as that is very expensive.

Historic Augusta was awarded the contract for the Harrisburg Survey Phase 2. The contract was signed yesterday and the first public meeting is planned for after Masters.

Ms. Woodard told the board that the CADI monthly status report was attached to let the board know what CADI has been doing. They have been doing a great job. There were 2.87 tons of trash removed last month and 52 pedestrians were assisted. CADI finally has independent financing through a line of credit with Georgia Bank and Trust and no longer has to borrow money from the city. To date Ms. Fuselier and CADI have brought in about \$9,000.00 in fee for services work.

In keeping with the DDA mission statement, we have looked at events as something we incubate, privatize, and then try to pass on to someone else. It is now time to transition the Saturday Market on the River to another non-profit entity. Ms. Woodard introduced Ms. Brooke Buxton. Ms. Buxton has been a vendor at the market since 2007 and she brings a vendor perspective to the market. Ms. Woodard commended Ms. Buxton for an awesome job in revamping the website. Ms. Buxton has already had 30 new vendors call her. She will work with us this year during the transition. This will give her time to apply for a 501c3, get to know the ropes of the market, and decide on whether she wants to do the market.

The Downtown Advisory Panel (DAP) has met twice since the beginning of the year. There have been some challenges with the noise ordinance in regards to Club Hollywood. DAP is working with the Sheriff's Department, fire marshal, and the club owners.

The DDA is partnering with the Greater Augusta Arts Council for a Par 3 celebration during Masters Week in order to bring people downtown. To date \$6,000.00 has been raised in sponsorships. "The Embers" will be playing on April 7<sup>th</sup> at the Augusta Commons. The project cost for the Broad Street Tree Well Project is \$26,500.00. We approved \$20,000.00 and the city is going to use \$6,500.00 of their SPLOST money. The pavers have been ordered and should be delivered by the end of the week. The contract was awarded to L-J Contractors and the project should be underway in a couple of weeks.

Ms. Woodard has spoken with Mr. Cassell regarding the Pilot Lighting Project and it should let out for bid in May with a June 17<sup>th</sup> notice to proceed. The project will begin at 13<sup>th</sup> and will take a year to complete. The DDA has been working very, very hard on this for two years to get better lighting on Broad Street. The new lamps that will go on Broad Street not only have the double burn mast but a down light lantern as well.

The DDA will be contributing SPLOST money to the Pilot Lighting Project. We will get business owners together for a kick off meeting for public awareness. Mr. Hutchison will assist with the d(a)<sup>2</sup> membership.

The environmental assessment has been completed on the Laney-Walker initiative and Ms. Woodard has a copy if anyone wants to read it. Legal Counsel Byrd Warlick is continuing to work on the title issues.

The second round of public meetings for parking was held on February 4<sup>th</sup>. The committee has just finished the first draft of the new ordinance. This new ordinance adds some "teeth" to the old ordinance where parking can be enforced. The sheriff and the committee are reviewing the draft.

Ms. Woodard has been working very hard with the buyer for the Johnson Building. That will not close tomorrow as anticipated.

The banner raising for the Emporium was held on March 3<sup>rd</sup>. The Emporium is a \$2.6 million dollar project on Broad Street.

Mr. T.R. Readdy has purchased the hotel at 4<sup>th</sup> and Broad Street. He is looking at a Holiday Inn franchise and Ms. Woodard is working with him on new market tax credits.

Serotta Maddocks Evans will present our audit at the May board meeting. Then a special called meeting will be held to approve the audit.

Ms. Woodard asked if anyone had questions.

Mr. Nixon commented that his wife was in a car accident on 8<sup>th</sup> and Broad Street. CADI came by on a segway and had already made the call to the police.

Under Old Business, Mr. Kendrick introduced Mr. Dusseau. Ms. Woodard also introduced Mr. Cal Prins. Mr. Dusseau updated the board on Hyatt Place. With the commission approving the TEE Center the Hyatt Place Project is now beginning to move again. The plans have been completed and the budgets are done. They will meet with bankers tomorrow. The project will begin once funding is obtained.

Mr. Dusseau thanked the DDA for support. He also thanked Ms. Woodard and Mrs. Walls. Mr. Dusseau says they are updating the feasibility study. The study last year was a positive study and things have gotten better in Augusta since last year. They do not think anything will change. The numbers from last year's study are strong enough to support the financial requirements of the project.

Mr. Kendrick thanked Mr. Dusseau for his presentation and the plans.

Under New Business, Mr. White and Mrs. Bowen came before the board with SPLOST requests for wayfinding signage and banners.

The first funding request from the Convention and Visitors Bureau (CVB) was in the amount of \$14,500.00 for three wayfinding signs for Downtown and the Medical District which are associated with the new St. Sebastian Way Road Project. This is for fabrication and installation of all three signs. This request is time sensitive.

Mr. Kendrick asked if there was a recommendation from the board. Mr. Nixon made the motion to support and fund the CVB request in the amount of \$14,500.00 for wayfinding signs. The motion was seconded by Commissioner Hatney. All were in favor and the motion passed unanimously.

The second funding request from the CVB was in the amount of \$15,750.00 for 35 "Welcome to Downtown" banners for a future banner ordinance regarding temporary banners. This request is not time sensitive.

After much discussion, Commissioner Hatney made the motion to fund the CVB request in the amount of \$15,750.00 for 35 "Welcome to Downtown" banners. The motion was seconded by Mr. Hadden. The motion passed 3-2 with Commissioner Hatney, Mr. Hadden, and Mr. Kendrick for and Mr. Nixon and Mr. Bowling against.

Under New Business, Mr. Kendrick discussed fractional tax on behalf of Ms. Brenda Durant of the Greater Augusta Arts Council. Ms. Durant was unable to attend the board meeting due to a radio show. Ms. Durant is requesting that the board be provided with fractional tax information. HB 1049 gives counties the ability to invest a fraction of a penny sales tax to support cultural assets and economic development in their community, if they so choose.

Mr. Nixon made a motion for a DDA letter of support for HB 1049. The motion was seconded by Commissioner Hatney. All were in favor and the motion passed unanimously.

Under New Business, Mr. Hutchison came before the board to explain the 3/50 Project. This project helps a consumer identify local businesses. Individuals can join as supporters at various levels. Local retailers can join to be listed on the website and to have access to materials that can be handed out to consumers. Consumers can join as individual partners. Organizations can join as supporting partners.

Mr. Kendrick thanked Mr. Hutchison for the 3/50 Project information.

With no more business to be discussed, Mr. Kendrick asked for a motion to adjourn. Commissioner Hatney made the motion to adjourn. The motion was seconded by Mr. Nixon. All were in favor and the motion passed unanimously.

The meeting adjourned at 9:50 a.m.

Respectfully Submitted,

Mark Bowling, Secretary