

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
November 14, 2013

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held November 14, 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, Natalie McLeod, Cameron Nixon, Scylance Scott, Jr., Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, Sue Parr of Augusta Metro Chamber of Commerce, Grace Belangia of The Clubhouse, Terri Maas of Family Y, Camille Price of Augusta Tomorrow, DDA intern Joe Kirkpatrick, Al Dallas of the Mayor's Office, and Travis Ragsdale of WRDW.

Mr. Nixon called the meeting to order at 8:30 a.m.

Mr. Nixon presented for approval the previous meeting minutes from October 10, 2013. With no additions or corrections, Mr. Nixon asked for a motion to accept the minutes. Mr. Loyd made the motion. 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.

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

The Profit & Loss Budget Performance (DDA Operating) Report was reviewed and reflected for October 2013 the following: total income in the amount of \$15,385.68; total expenses in the amount of \$37,614.30 with the largest expense being the city salary payback for 3rd quarter; net ordinary income in the amount of -\$22,228.62 which is a loss but is less than the budgeted amount which is -\$28,330.17.

The year-to-date income exceeds the year-to-date budgeted amount due to the retail recruitment sponsorship. Also the year-to-date expenses exceed the year-to-date budgeted amount due to the retail recruitment.

The balance sheet as of October 31, 2013 was reviewed and still reflects accounts receivable due from the city in the amount of \$1,000.00.

The Profit & Loss Budget Performance (Consolidated) Report is in board books.

Mr. Loyd made the motion to accept the Treasurer's Report as information.

Mr. Nixon asked Mr. Loyd, in regards to the retail recruitment expense in the amount of \$30,000.00 if we would make it up by the end of the year or if it would be a short fall. Ms. Woodard explained to the board that some of that money will be billed the first of next year.

We expect a retail recruitment sponsorship in the amount of \$3,500.00 in the next week or so with another in the amount of \$2,500.00 expected in January. Ms. Woodard has also written about ten letters to potential retail recruitment sponsors. She will also email the board to make some follow-up calls to help raise the rest of the money.

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 Director's Report, Ms. Woodard began her report by introducing Mr. Joe Kirkpatrick to the board. He is interning for the DDA and the Mayor's Office.

She updated the board on the following:

Active Economic Development Projects

Georgia Cities Foundation (GCF)

- The loan for 905 Broad Street is in underwriting and will be our first federal loan.
- We have three pending projects to write loan applications for once the Foundation notifies us that the money is available. The pending projects are 1022 Broad Street (loan amount \$250,000.00), 303 and 315 Greene Street (loan amount \$195,000.00) and 1225 Greene Street (loan amount \$175,000.00).

Ms. Woodard told the board that the Foundation is now charging one percent of the loan amount. We are going to have to look at how we structure our fees for loan applications so that it does not make it tedious or expensive. Also the federal loan is now charging an automatic \$250.00 at closing. Ms. Woodard will take a look at the fee schedule and will come back to the board with a recommendation.

Other

- The Doris Building is under contract for due diligence.

SPLOST VI Project/Riverwalk

- We are working in-house on the RFP to be issued in January when some of our SPLOST money becomes available.
- The RFP should be available at the January board meeting.

Downtown Programs

Retail Strategy

- All initial reports are completed and under review.
- The property catalogue is underway and we hope to have it completed by the end of the year.

- Downtown Augusta has been represented at the following five retail conferences since we have hired Retail Strategies: ICSC Las Vegas, ICSC Atlanta, ICSC Dallas, ICSC Orlando and Retail Live in Atlanta.
- Retail Strategies is targeting several Atlanta based restaurants, brew pubs and retailers for expansion opportunities in downtown Augusta.
- Retail Strategies is working with two developers (one from Alabama and one from Georgia) for new mixed-use projects in the downtown/medical core.
- A list of retail prospects is confidential and is available to board members.

Next Steps

- Bring the two developers to Augusta to meet with city leaders to look at a new mixed-use development and the future of a grocery store downtown.
- Plan a trip with board members and city leaders to one of our peer cities to look at how they have managed their retail.
- Committee meeting in January for unveiling, clearing house and logistics.

Grant Projects

James Brown Boulevard Phase I

- Changes have been submitted to Moreland Altobelli Associates for approval (includes an alternate to reduce costs).
- Awaiting approval for re-bid.

Christmas Light-Up Spectacular - December 7th

- Event planning is completed.
- The ad campaign began November 13th.
- The press release will go out today.

Ms. Woodard thanked Mrs. Walls for taking on additional responsibilities in the planning of Christmas Light-Up Spectacular.

GRU Day – January 16, 2014

- This is a partnership with GRU and the Mayor's Office.
- This event will be held the third Thursday of the month (September - November and January - April).
- Over 50 downtown businesses are offering specials.
- GRU will be running shuttles.
- The first event will have fireworks and a small concert at Augusta Common.

Ms. Woodard thanked Ms. Belangia along with The Clubhouse as they have developed a mobile website app for this project. The app is free to anyone related with GRU. The Clubhouse is working with merchant training. Mr. Cedric Johnson of GRU is working on

the in-house and all of the logistics. The merchants and restaurants are very excited about this event.

Other

- A ribbon cutting was held on November 7th at 11:00 a.m. for Augusta Lung Associates.
- A Georgia Downtown Association Board meeting was held on November 12th and the Renaissance Act will be back in January to try to get it passed for state income tax credits for downtown development.

Ms. Woodard asked for a motion to accept the Director's Report as information. Mr. Scott made the motion. Mr. Hadden seconded the motion. Mr. Nixon asked for 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 Old Business, Ms. Woodard discussed the current state of downtown cleanliness but first brought up the parking issue.

The Family Y has moved their corporate headquarters downtown and parking has become a nightmare for them. They have written a letter to the DDA and Ms. Woodard has forwarded that letter to the Administrator's Office. There was a committee for parking but Deputy Administrator Bill Shanahan has left the Augusta area.

Mr. Loyd did follow up with an email to the Administrator's Office regarding the status and what is going to happen now that Mr. Shanahan is gone. The response was basically the administrator will "work with it".

Ms. Woodard told the board that she does have a report coming from Retail Strategies and parking will hurt us if we do not get parking managed. When showing space to local prospects downtown one of the first things they ask is where are their customers going to park.

On Veterans Day we had a group in from Milwaukee which included a city councilman that wanted to look at the Riverwalk. The city was off and a lot of stores and restaurants were closed. There was not a parking spot to be found. This was due to people that live downtown and take up the parking. There was no foot traffic especially after the parade.

Ms. Woodard commended the city on doing a very good job during the recent events that we have had such as Arts in the Heart and Westobou. However, the state of downtown has gotten really dirty again and especially on some of the side streets. There is a lot of broken glass. We have had a lot of people in the office telling us that "they now finally get it and wish the CADI program was still here". Ms. Woodard said, "It is embarrassing to me when you have people in from Milwaukee who have heard great things about your Riverwalk and all the great things that are going on and your streets just look awful."

Under New Business, Mr. Nixon gave the floor to Ms. Sue Parr for a T-SPLOST update.

The board thanked Ms. Parr for the update.

Under New Business, Mr. Nixon deferred the Augusta Tomorrow update to be given by Mrs. Price to the next board meeting due to a time constraint.

The next item on the agenda was a closed session to discuss a real estate matter. Mr. Nixon asked for a motion to enter into closed session. Mr. Hadden made the motion. Mr. Scott seconded the motion. Mr. Nixon asked if any further discussion. Hearing none all were in favor and the motion passed unanimously.

The board went into closed session at 9:25 a.m. and came out of closed session at 9:50 a.m.

Mr. Nixon asked for a motion to adjourn the meeting. Mr. Scott made the motion. Mr. Loyd seconded the motion. The meeting adjourned at 9:51 a.m.

Respectfully submitted,

Joey Hadden, Secretary