

**Downtown Development Authority
Meeting Minutes
October 14, 2010**

The regularly scheduled meeting of the Downtown Development Authority was held October 14, 2010 at 8:30 a.m. at the DDA offices located at 936 Broad Street, Suite 107. Those members in attendance were Cameron Nixon, Mark Bowling, Joey Hadden, Steven Kendrick, Rick Allen, Commissioner J.R. Hatney, Executive Director Margaret Woodard and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, CADI Project Manager Jessica Fuselier, Camille Price of Augusta Tomorrow, Barry White of the Augusta Convention and Visitors Bureau, Erin Zureick of Augusta Chronicle, Commissioner Matt Aitken, Augusta resident Khafre Abif, Lara Plocha of d(a)², Kyle Masters of RJ Griffin and Tania Sapp of Sege Middle School.

Mr. Kendrick called the meeting to order at 8:31 a.m. and welcomed everyone to the meeting.

Mr. Hadden presented the previous meeting minutes from August 12, 2010. With no additions or corrections, Mr. Hadden made the motion to accept 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 as of September 30, 2010.

The Balance Sheet was reviewed. The largest change was the balance in savings as it includes SPLOST administrative services that we have been credited for and it will be used for the office manager's salary for the rest of the year.

The Profit & Loss Budget Performance (DDA Operating) Report reflected for January 2010 through September 2010 total operating income in the amount of \$152,913.34.

Mr. Nixon commended Ms. Woodard for doing a great job on expense control.

The Profit & Loss Budget Performance (DDA Operating) Report reflected for January 2010 through September 2010 net ordinary income in the amount of \$121,507.19. This is attributable to the timing of the payroll reimbursement to the city and the lump sum payment of SPLOST administrative services.

Mr. Nixon says that we are in good shape at the end of the 3rd quarter.

Saturday Market on the River financials were in board member books for review.

Mr. Nixon says that Ms. Woodard is pleased with the operation of the market. A lot of money was raised at the first part of the year and as the market goes on that amount is drawn down. The market is about over and where the market is financially is where it is anticipated to be. We will start to raise money for sponsorships to build the cash reserve back up for next year's operation.

Mr. Hadden asked about the copier expenses account line reflected on the market financials in the amount of \$2,232.00. Mr. Nixon explained that this is a shared expense.

Mr. Nixon asked Ms. Woodard about the budget request that was submitted to the city. Ms. Woodard explained that it is still in review. City Administrator Fred Russell will present proposals to the Augusta-Richmond County Commission on October 19th.

With no more questions for Mr. Nixon, the board accepted the Treasurer's Report as information.

Mr. Kendrick thanked Mr. Nixon for his report.

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

Hyatt Place

- Contracts have been renewed until the end of 2010.
- Mr. Dusseau is looking for outside financing and has two viable prospects. None of the local banks could assist with financing.

White's Building

- Construction to begin in the next six to eight weeks to complete condos on 3rd and 4th floors.
- Rialto is working on purchasing property to build a parking deck for the residents and for employees in the building.
- Mr. Warlick was a big help in getting letters of intent to issue bonds for the proposed parking deck.

Pilot Lighting Project

- Waiting for a change order approval from the Department of Transportation and once that is approved construction will begin.

Riverwalk Initiative at 8th Street Bulkhead

- Met with city departments and everything has been approved by Mr. Russell.
- Drawings are completed.
- The project should begin in November and be completed in 60 days.

Pilot Private/Public SPLOST Program

- Draft application has been completed.
- Design Committee meeting will be scheduled for input and approval in the next couple of weeks. Once approved it will be loaded on the DDA website.

CADI

(Monthly activity report was in board member books for review)

- Still very strong in assisting pedestrians and broken down motorists.
- Continue to clean on a daily basis.

Saturday Market

- The last market is October 30th.
- We will partner with the market for the Augusta Chronicle Christmas Light-Up Spectacular which will be held on December 4th at the Augusta Common.
- Ms. Buxton has done an awesome job and is working on applying for a 501(c)3 and the accounting so she can continue with the market next year.
- New market print by Ms. Ann deLorge will be unveiled at the December 4th market and prints will be available for sale.
- Sponsorships for 2011 are underway.

After the market is finished for this year, the DDA will no longer manage the market or house the finances for the market as this will cease for the DDA. The last DDA obligation is to assist in raising market sponsorships for 2011.

The Augusta Chronicle Christmas Light-Up Spectacular

- The Lighted Boat Parade is on December 3rd.
- The Augusta Chronicle Christmas Light-Up Spectacular is on December 4th.
- Applications for the Lighted Boat Parade and the Miss Augusta Christmas Fantasy Parade are on the DDA website.
- Steering Committee meeting October 15th to complete planning.
- Have a big announcement next week with a huge, regional sponsor who has come on board to help support this endeavor this year.

Historic Preservation Grant/Harrisburg Phase 2

- Project is completed.
- The city will now takeover and do those Historic Preservation Grants with Historic Augusta.

Parking

- It passed through Administrative Services Committee twice.
- At the last Augusta-Richmond County Commission meeting, the commissioners requested a workshop. Ms. Woodard has spoken with City Administrator Fred Russell and he will schedule that for after November 4th.

Commissioner Hatney explained that there is some hesitation about the revised ordinance regarding where the proceeds are going, that no one really likes the booting process and there is confusion on costs for the new program. He believes that once these issues are resolved, the political will is there to pass the ordinance.

Mr. Kendrick commented to Commissioner Hatney and Commissioner Aitken that it looked like the DDA was doing a “power grab” or a “money grab” as that was never the intent. The DDA was trying to provide the service that the sheriff no longer wants. Sheriff Strength would rather use his manpower for criminal activity.

Currently under the existing ordinance tires are marked and tickets are issued but there is no appeals process. We have revised the existing ordinance to address the appeals process and are offering to be the enforcement arm. The DDA was asked by the commission to make a parking recommendation. We have worked with every city department necessary for input.

Mr. Allen explained that we are here to serve the interests of the downtown. Commissioner Hatney explained that is what some of the commissioners had a problem with as was mentioned that the monies go back to redevelopment of downtown. Some are questioning how can you designate that money for one area.

Mr. Kendrick asked Commissioner Aitken to comment. Commissioner Aitken said he thinks that this process is going to help unify what we need to do and unifying is not always easy. Ongoing dialogue and stronger participation from commissioners will take us to the next level.

Mr. Kendrick thanked Commissioner Aitken and Ms. Woodard.

Ms. Woodard continued with the Director’s Report.

Georgia Downtown Conference 2010

- It was a tremendous success/highest attended conference in over a decade/over 100 Georgia Cities were in attendance.
- Met our goal and raised \$4,500 in cash and \$10,000 in in-kind donations for the four day event.
- Augusta won its first award for the Stovall Barnes House restoration/Mr. Tom Robertson and Mr. Paul King were there to accept their award.

Other

- It was announced at the Georgia Downtown Conference that the Georgia Cities Loan Foundation interest rate would now be lowered to 2% over the 15 year period. The loan has been at 3%.
- GMA has announced a new loan program for green projects. \$250,000 cap at below market interest rates. Applicants can apply for both loans. DDA is hosting a workshop in Augusta on November 4th.
- Augusta has been awarded by GMA an overnight stay during the Heart & Soul Tour in April 2011. Over 100 developers from across the state will be in Augusta April 14th and will spend the night to look at our city and our projects. The DDA will chair and plan that trip with GMA.

- The construction of the TEE Center parking deck has begun.

Ms. Woodard asked Mr. White for an update on the TEE Center.

Mr. White says that the “Georgia Downtown Conference is an example of a conference that we could not host here without an organization like the DDA who is willing to step up and seek out the sponsorships to make that happen. Without the DDA it would not have been possible.”

The TEE Center construction is underway and on schedule.

The TEE Center parking deck at 9th and Reynolds will have some service parking. The city is working on acquiring the Channel 26 property as there is an expansion plan for both projects.

The parking deck will currently have 450 spaces. With the expansion it would go from 450 spaces to about 850 spaces.

Both are being designed to put a pedestrian bridge connecting from the parking deck to the TEE Center. That will be in the next phase of expansion.

Both projects have received approval from the Historic Preservation Commission.

The parking deck is being designed to accommodate retail on the ground level. The deck is centrally located and the TEE Center was the reason for building the deck but it is to also serve the Riverwalk, Augusta Common, and Broad Street retail.

Part of the parking plan and part of the wayfinding signage plan is parking identification signs. Currently, if visitors want to park downtown they really do not know where to park other than the parallel spots or hanging spots on Broad Street. Mr. White wants to identify the parking bays, the center of Broad, TEE Center parking deck and all of the public parking spaces.

The first contract for booking has been signed for the TEE Center for 2013.

The timeline for the TEE Center is spring 2012 and the parking deck should be open by April 1st, 2011.

Mr. Kendrick thanked Mr. White for his update.

Ms. Woodard asked for a motion to accept the Director’s Report as information. Commissioner Hatney made the motion. Mr. Nixon seconded the motion. All were in favor and the motion passed unanimously.

With no further business to discuss, Mr. Kendrick asked for a motion to adjourn. Commissioner Hatney made the motion. Mr. Nixon seconded the motion. The meeting was adjourned at 9:04 a.m.

Respectfully Submitted,

Joey Hadden, Secretary