

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
October 10, 2013

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held October 10, 2013 at 8:30 a.m. at the DDA Office located at 936 Broad Street, Suite 107. Those members in attendance were Sanford Loyd, Cameron Nixon, Scylance Scott, Jr., Commissioner Marion Williams, Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, Al Dallas of the Mayor's Office, George Eskola and Troy Robinson both of WJBF, Travis Ragsdale of WRDW, Jennifer Bowen of the Augusta Convention and Visitors Bureau, Camille Price of Augusta Tomorrow, Jenna Martin of The Augusta Chronicle, Ben Casella of the Downtown Augusta Alliance, Matt Kwatinetz of the Augusta Regional Collaboration.

Mr. Nixon called the meeting to order at 8:33 a.m.

Before moving to the agenda Mr. Nixon told the board that a matter regarding real estate had come up in the last 48 hours. Mr. Nixon asked for a motion to go into closed session at the end of the regular agenda to discuss that matter. Mr. Loyd made the motion which was seconded by Mr. Scott. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

In Mr. Hadden's absence, Mr. Nixon presented for approval the previous meeting minutes from August 8, 2013. With no additions or corrections, Mr. Nixon asked for a motion to accept the minutes. Mr. Scott made the motion which was seconded by Mr. Loyd. 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 board reviewed the Profit & Loss Budget Performance (DDA Operating) Report for September 2013 which also included January – September 2013. Mr. Loyd pointed out the biggest difference in our year-to-date actual income versus year-to-date budget for income is due to the retail recruitment sponsorship in the amount of \$9,000 which was not budgeted. He also pointed out that the retail recruitment expense was money spent in the amount of \$30,000 but was not budgeted. That will make our year-to-date actual and year-to-date budget off substantially. Mr. Loyd also pointed out that the net income year-to-date budget in the amount of \$9,673.97 versus year-to-date actual in the amount of -\$52,087.83 is a loss. This is due to the depreciation expense in the amount of \$50,000 that was not budgeted.

We do not expect any large expenses in the 4th quarter so we should be close to budget. We are expecting to receive some outstanding retail recruitment sponsorships which will come in 4th quarter.

Mr. Loyd pointed out a few items reflected on the balance sheet as of September 30, 2013: total cash in the amount of \$132,085.57; total assets in the amount of \$1,186,421.12; total liabilities and equity in the amount of \$1,186,421.12.

The Profit & Loss Budget Performance (Consolidated) Report does not reflect anything unusual, outstanding or substantially different from our budget.

Mr. Nixon asked the board if there were any questions, comments or concerns. Hearing none the board accepted the Treasurer's Report as information.

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

Active Economic Development Projects

Georgia Cities Foundation (GCF)

- A loan closed on September 10th for 834 Greene Street with a ribbon cutting held on September 20th. Two of the apartments were pre-rented prior to the project being completed.
- We currently have four additional loans under review at GCF that have gone to underwriting. They are 905 Broad Street, 334 Greene Street, 307 James Brown Boulevard and the Vine Inn on Greene Street.
- We have four pending loans to begin once the Foundation notifies us that the money is available.

Other

- 1301 Broad Street has been purchased by Augusta Lung Associates and a ribbon cutting will be held November 7th at 11 a.m.
- WED Augusta has moved into the Emporium Building and a ribbon cutting will be planned before year end.

Downtown Programs

Retail Strategy

- Preliminary Demographic Reports are completed and under review.
- Five peer cities (Knoxville, TN; Fayetteville, NC; Tallahassee, FL; Birmingham, AL; and Jackson, MS) have initially been identified.
- Identified gaps in downtown grocery, hobby, toy, game, shoe, family clothing, electronics and appliance stores.
- The property catalogue for downtown is underway.
- Our living and working population has increased.
- To-date private funds in the amount of \$20,500 have been raised for retail recruitment but some of the money will not come in until 4th quarter.

Ms. Woodard told the board that Mr. Chuck Branch and Mr. Robert Jolly will attend a board meeting before the end of the year. They also have a group of retailers interested

in assembling some parcel of land between here and the Medical District. We will also be represented in Atlanta, GA on October 29th and 30th for the ICSC Conference.

Grant Projects

James Brown Boulevard Phase I

- The Bid Opening was held on October 2nd with two bids.
- The low bid was \$930,000 and our budget is \$650,000 so this will go back out for bid.

James Brown Boulevard Phase II

- We have received the PI number.
- The memorandums of understanding will be executed when we receive them.

Christmas Light-Up Spectacular - December 7th

- Event planning is completed.
- Media sponsorships are forthcoming.
- Golden Living is the fireworks sponsor.
- The press release is forthcoming.

GRU Day

- This is a partnership with GRU and the Mayor's Office.
- This event will be held the third Thursday of the month (September through November and January through April).
- Shuttles will run from 11:00 a.m. until 7:00 p.m. for students from the Medical Campus and Summerville Campus.
- Currently, we have 25 stores/restaurants that are offering discounts with GRU ID badge.
- The first event will be held on January 16th and will have a concert at 7:00 p.m. at the Augusta Common followed by fireworks at 8:00 p.m. It is open to the general public.
- Information will be on GRU and DDA websites and a mobile phone app as well.

Other

- Ms. Woodard and Mr. Nixon gave a presentation to Augusta Tomorrow on August 13th.
- The Parking Committee Meeting was held on August 19th and an ordinance was distributed for review.

- Ms. Woodard and Mr. Nixon participated in T-SPLOST Committee Meetings that were held on August 20th and September 19th.
- Ms. Woodard has attended several Augusta Tomorrow Master Plan Meetings.
- The Downtown Augusta Alliance has planned a “Restaurant Week” in downtown for January.

Ms. Woodard asked Mrs. Price of Augusta Tomorrow to give an update at our next board meeting. She will also contact Ms. Parr of the Augusta Metro Chamber of Commerce to see if she will give a T-SPLOST update at our next board meeting.

The board accepted the Director’s Report as information.

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

Under Old Business, Ms. Woodard discussed the current state of downtown cleanliness.

Ms. Woodard commended the city on doing a good job especially last month in keeping Broad Street clean with all of the recent events. The recent events have included Arts in the Heart, ESI Ironman, and The Color Run. Some of the side streets could use a little bit of help.

Ms. Woodard met with Chief Deputy Clayton of the Richmond County Sherriff’s Office regarding the Continuously Patrolled District (CPD) and to-date they have 10% of the required petitions in hand.

Under New Business, Mr. Scott discussed the recommendation from the Design Committee regarding the Riverwalk request from Parks and Recreation.

The Design Committee met on September 12th to review the request from Parks and Recreation in the amount of \$183,000 to prune trees on the Riverwalk. There were concerns regarding the eligible use of SPLOST funds for pruning trees. After seeking legal counsel our SPLOST funds are to be used for capital improvements, bricks and mortar.

The Design Committee would like to use \$1 million of our SPLOST funds for improvements on the Riverwalk. Instead of having a band-aid approach we would make an impact on Riverwalk such that everybody will align themselves to try to improve the Riverwalk.

Prior to the request from Parks and Recreation we were going to allocate \$150,000 to the Riverwalk. Ms. Woodard walked the Riverwalk with Mr. Tom Robertson of Cranston Engineering. Mr. Robertson was on the original design team. There is a lot of work that needs to be done and the \$150,000 would not make an impact.

The Design Committee’s recommendation comes in the form of a motion made to deny the request in the amount of \$183,000 from Parks & Recreation for pruning trees at

Riverwalk and to direct the executive director to come up with recommendations for the board to spend money on Riverwalk to make an impact with the allocation of \$1 million. Mr. Scott made the motion which was seconded by Mr. Loyd. Mr. Nixon asked if there was any discussion or comments. Mr. Loyd asked if we had a timeline. Mr. Nixon explained that we do not receive our SPLOST allocation until late this year or early next year. We allocated our SPLOST at our last board retreat. At the end of the year, we will make recommendations, vote on it, and take input to see how to spend the money.

Ms. Woodard has spoken with Mr. Ron Houck of Parks and Recreation and they have issued an RFQ for a long-term maintenance plan.

With no further discussion, all were in favor and the motion passed unanimously.

Mr. Nixon adjourned the regular meeting at 9:07 a.m. to go into closed session.

The board went into closed session at 9:10 a.m.

The board came out of closed session at 9:54 a.m.

Respectfully submitted,

Cameron Nixon, Chairman