

**GWINNETT PLACE
COMMUNITY IMPROVEMENT DISTRICT (GPCID)
REGULAR BOARD MEETING
Atlanta Gwinnett Place Marriott
1775 Pleasant Hill Road
Duluth, GA 30096
November 10, 2010**

MINUTES

Attendees

Board Members: Marcy Adams Casey Coffey Justin Fanning
 Joe Piccolo James Song Mark Williams

Board Observers: Chris McGahee, City of Duluth
 Tim Hur, Assistant Secretary

Staff: Joe Allen, Glenn Wisdom

Legal: Lynn Rainey

Consultants: Jeff Corbin, Landmark Communications, Inc.
 Erick Fry, URS Corp.
 Frank Singleton, Ogilvy Public Relations
 Worldwide
 Kari Ward, Stantec Consulting Services, Inc.

Chairman Mark Williams called the meeting to order at 9:02 a.m. by welcoming all in attendance.

Mr. Fanning motioned to approve the proposed meeting Agenda and Minutes from the October 13, 2010 Board meeting as presented; seconded by Mr. Coffey and unanimously approved.

Action/Consent Items

Annual Audit Approval

Following an overview of the annual audit process by Mr. Allen, Mr. Coffey motioned that the Executive Director be authorized to execute documents between GPCID and Smith & Howard for the audit of the financial statements of the GPCID as of December 31, 2010 and the related statements of activities and cash flows for the year then ended for a base amount not to exceed \$8,400.00; seconded by Ms. Adams and unanimously approved.

Gwinnett County SPLOST Agreement Approval

Following an overview by Mr. Allen of the funding levels and sidewalk projects, Mr. Fanning motioned that the Chairman be authorized to execute documents between GPCID and the Gwinnett County Board of Commissioners for the GPCID to provide pedestrian improvements within the CID and for the CID to accept 2009 SPLOST funds related to the projects; seconded by Ms. Adams and unanimously approved.

Treasurer's Report

Mr. Allen presented the following account summaries for October 2010:

Checking Account

October 1, 2010 Beginning Balance:	\$34,555.14
October 29, 2010 Ending Balance:	\$40,308.93
General Ledger Balance:	\$40,308.93

Money Market Account

October 1, 2010 Beginning Balance:	\$1,470,422.28
October 29, 2010 Ending Balance:	\$1,793,092.26
General Ledger Balance:	\$1,793,092.26

Grand Total Account

October 1, 2010 Beginning Balance:	\$1,504,977.42
October 29, 2010 Ending Balance:	\$1,833,401.19
General Ledger Balance:	\$1,833,401.19

Mr. Allen noted that as of October 31, the CID had approximately \$1.8 million in cash. He encouraged board members to review the monthly financial summaries. Assuming the budgeted tax revenues of \$1.1 million for 2010 are received with 2010 being the final tax revenue-producing year of the current CID life, the estimated available funding at the board's discretion through the end of October 2011 is approximately \$1 million.

Mr. Coffey motioned to approve the Treasurer's Report and ratify the expenditures; seconded by Ms. Adams and unanimously approved.

Chairman's Remarks

Chairman Williams noted that he was impressed with the improvements along Pleasant Hill Road with the numerous redevelopments projects underway. He noted that Gwinnett Place Ford would be undertaking a redevelopment of their facility and that Gwinnett Place Mall had seen new restaurants open. Mall Corners has made investments in the redevelopment of one of their buildings.

Board Member Remarks

Mr. McGahee provided an overview of the LCI project underway in partnership between the GPCID and the City of Duluth. Approximately 100 people attended the first public meeting.

Executive Director's Remarks

Draft 2011 Operating and Maintenance Budget

Mr. Allen reviewed with the board members the line items that form the draft O&M budget which will be considered for adoption at the December 2010 board meeting. Mr. Allen sought direction on the overall budget and encouraged members to review and contact him with any questions or concerns.

Pleasant Hill Road Bridge Project

URS Corporation Project Manager Erick Fry reported that the bridge stakeholder steering committee meetings are continuing with attendees including homeowners, area business leaders, representatives of area Chambers of Commerce and CID Board members as well as Gwinnett County Transportation Director Brian Allen and Duluth Mayor Nancy Harris. URS recently submitted the required "need and purpose" report to the Gwinnett Department of Transportation. The local department will submit the important study to the Georgia Department of Transportation for review and approval. The project to convert the Pleasant Hill Road Bridge into a diverging-diamond interchange remains on schedule for construction to begin in early 2012.

Venture Drive/Pleasant Hill Road Intersection Redesign Project

Stantec Consulting Services Project Manager Kari Ward reported that the Venture Drive/Pleasant Hill Road intersection redesign project is on schedule as preliminary planning continues. Adjacent landowners have been engaged to discuss proposed plans for the intersection. A stakeholder committee meeting regarding this project will begin at 6:00 p.m. on November 18 at the Atlanta Marriott Gwinnett Place. Board members are encouraged to attend.

Rebrand Strategy Development

Frank Singleton, Senior Vice President, Ogilvy Public Relations Worldwide, discussed the launch of a detailed strategic planning and brand development effort. In the coming six months, Ogilvy will assist the CID's leadership to develop new strategies and project priorities based on information gathered by engaging key stakeholders, community leaders, area businesses and potential visitors, among other targeting tasks. Thereafter, the Board may consider retaining Ogilvy to implement the strategies developed.

Public Relations

- Mr. Corbin noted the positive articles about the area that are appearing in local news outlets.
- Mr. Corbin noted that the hospitality map funded with a grant by the Gwinnett Convention and Visitors Bureau to encourage guests to dine, shop and remain in the CID area is in final design and 10,000 maps will be available for distribution on November 17.

Public Comment

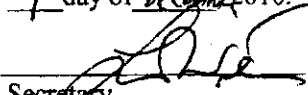
The public was presented an opportunity to comment, but none was offered.

Executive Session

Mr. Coffey motioned to enter into executive session to discuss an employment issue; seconded by Ms. Adams and unanimously approved. At the conclusion of the discussion, Mr. Coffey motioned to end the executive session and return to the public business meeting; seconded by Mr. Fanning and unanimously approved.

The meeting adjourned at 10:20 a.m. The next scheduled meeting is 9:00 a.m. on December 8, 2010 at the Atlanta Marriott Gwinnett Place, 1775 Pleasant Hill Road, Duluth.

Approved by the Board this
9 day of December 2010.


Secretary