

**GWINNETT PLACE COMMUNITY IMPROVEMENT DISTRICT (CID)  
REGULAR BOARD MEETING  
Gwinnett Place Marriott, Centennial Ballroom  
June 8, 2005**

**Attendees**

Board Members:

|                |               |               |
|----------------|---------------|---------------|
| Tom Wheeler    | Mark Williams | Scott Rolston |
| Casey Coffey   | Glenn Wisdom  | Leo Wiener    |
| Bruce Williams |               |               |

Staff: Dave Rosselle, Executive Director  
Lynn Rainey, Legal Counsel

**Call to Order**

Chairman Tom Wheeler called the meeting to order at 9am and began by having the Board and all meeting attendees introduce themselves.

**MINUTES**

**Action Items**

Mr. B. Williams motioned to approve the May 19, 2005 Regular Monthly Board meeting minutes, seconded by Mr. Coffey and unanimously approved.

*Website development and maintenance*

Mr. Rosselle reviewed the finding and recommendation of the website team that BizLyinks be retained to develop and manage the CID website. Mr. Coffey motioned to approve the recommendation, seconded by Mr. M. Williams and unanimously approved. Mr. Rosselle reported that development work had already commenced and that a preliminary website would be ready for review within two weeks.

*Security*

Mr. Rolston reviewed the results of his meeting with Officer Yenerall to obtain security statistics for the CID district. The consensus was that the report of incidents seems highly inflated. In connection with the shooting incident at the BP station on Pleasant Hill, Mr. Rosselle advised that he would request the owners to hire additional late-night security personnel and install No Loitering signs. Concern was expressed about the high cost and value of starting an off-duty security program. It was decided by consensus that clarification was needed on the reported crime data and that more information was needed before a vote to hire a CID off-duty security team. Mr. Rolston will meet with Precinct Commander Joy Parrish and Officer Bruce Yenerall and invite them to attend the July Board meeting.

*Office Space*

Mr. Wiener reviewed the findings of the tour of three prospective locations by himself, Mr. Coffey & Mr. Rosselle. Each had advantages and disadvantages. An RFP was mailed to each prospect on June 6 with a due date of 6/13. Following further evaluation, a recommendation will be made at the July 13 Board meeting.

### *ROW Landscape Maintenance*

Mr. Rosselle provided a status of work now in progress. Imagescapes is now in the process of completing the initial ROW mowing and trash pickup in the district. Work is expected to be completed by the end of the week. Proposals for the annual maintenance contract have been provided by CES, Inc. and Imagescapes, Inc. Following evaluation of Imagescape's work a recommendation will be made as to who to award the annual contract. Mr. M. Williams asked that the maintenance work be continued as soon as possible. Mr. Rosselle advised that he had met with GDOT and executed the required Special Encroachment Permit and the Mowing and Maintenance agreement for maintenance work on I-85. These are now being signed off by GDOT state office and should be completed no later than the end of next week. Mr. B. Williams asked that the maintenance crew be notified and ready to begin work as soon as possible after the permits are issued. Mr. Wheeler asked Mr. Rosselle to prepare a letter be sent to GDOT requesting that they install landscaping around the utility hut on the southwest corner of I-85 @ Pleasant Hill Rd.

### *D&O Insurance*

Mr. Rosselle reported that the Stucky agency had submitted a proposal for D&O insurance with an annual premium of \$3500. At Mr. Wheeler's request, follow-up research of Hwy 78 CID's carrier resulted in a premium quote of \$1800 per annum by Brand Insurance Co. Action has been taken to obtain a policy from Brand. Mr. Wheeler requested that Mr. Rosselle take action to implement a binding policy no later than the next Board meeting. Mr. Rainey also recommended that action be taken to obtain a General Commercial Liability policy.

## **Discussion Items**

### *Public Relations*

Mr. M. Williams discussed action taken to obtain proposals from three organizations: KC Public Relations (Karen Canavan), Landmark Communication (Mark Rountree) and the Chamber of Commerce (Larry Johnson). Each representative was given 3 minutes to make his or her presentations. As the Chamber proposal included providing the CID financial services, Mr. Casey asked that Mr. Johnson provide a separate cost proposal for public relations. In response to Mr. Wheeler's concern about the Chamber's focus and priorities relating to the CID, Mr. Johnson recommended that Mr. M. Williams and Mr. Coffey meet with their public relations director, Demming Bass.

Mr. M. Williams emphasized the need to place a high priority on getting an effective public relations effort underway. As a result, a motion was made by Mr. M. Williams, seconded by Mr. Wiener and unanimously approved for Mr. M. Williams and Mr. Coffey to select a PR company, negotiate a contract and present it to Chairman Wheeler for signature as soon as practical.

### *Master Plan & landscape/streetscape plans*

Mr. Rosselle provided a brief summary of coordination meetings with the SPOST project planning committee to review plans to install the first section of sidewalks along Pleasant Hill Rd. in front of the White Chapel cemetery. The committee has requested the CID cover the cost for the project design, which should be minimal. The design of this section of sidewalk should conform to the CID's streetscape plan for Pleasant Hill Rd. Mr. M. Williams pointed out that the first step should be to conduct the CID's Need Assessment. Mr. Rosselle stated that the Revitalization Task Force's Pilot Study of the Gwinnett Place Mall area is a current, comprehensive summary of the development needs for the district.

Mr. Davis Gill from Gwinnett County Planning & Development advised that the study was on the Gwinnett County Website and was considered to be the best quality of the three studies. At Mr. Wheeler's request Mr. Gill agreed to mail copies to all Board members. Mr. Rosselle will plan a meeting with Mr. Monte Wilson of HOKPlanning Group to discuss their development of a proposal to use the Study and Board input to update Needs Assessment and how they can support the CID in moving forward with the overall planning process. Mr. Wilson will be asked to make a brief presentation to the Board at the July meeting. Based on this presentation, the Board will determine if they wish to retain HOKPlanning to provide ongoing support for the CID's planning process. Mr. Wheeler emphasized that planning efforts need to be coordinated with Gwinnett planning, zoning, code enforcement, Transportation Dept. and Commissioner Lorraine Green. Mr. Rosselle has submitted a preliminary list of road resurfacing and painting needs to Brian Allen, but this will need to be reviewed and formalized. Efforts also need to be made to determine if traffic light mast arms can be included on the current Satellite Blvd. road project. Mr. Wheeler emphasized that Needs Assessment is a top priority. Mr. M. Williams asked that Mr. Rosselle coordinate with Monte Wilson of HOKPlanning to prepare and present a proposal including cost at the July meeting.

#### *Treasurer's Report*

Mr. Rosselle reviewed the financial reports developed via Peachtree Accounting software. The beginning General Ledger balance was the initial \$25K transfer for the Line of Credit. An additional draw of \$95K was made on 5/16 to cover the reimbursement of CID organization loans. The Chamber also reconciled its CID account and provided a check on 5/27 for \$21,194.50 for the balance of their CID organizing account. The checking account balance as of 6/7 is \$24,694.34. Mr. Wheeler asked Mr. Rosselle to provide more complete information on future treasurer reports showing what the payments are for. Mr. B. Williams motioned to approve the Treasurer's report and ratify the payments, seconded by Mr. Wiener and unanimously approved.

#### **Board Reports**

##### *Executive Director*

Mr. Rosselle reviewed the CID's letter informing the Tax Commissioner of the Board vote on the tax millage rate. Action has been taken to establish the wire transfer from the County Tax office to the CID's account.

##### *Legal*

Mr. Rainey advised that he was still in the process of negotiating the Gwinnett County/CID Cooperation Agreement. This should be finalized by the July meeting.

The next Board meeting will be held July 13, 2005 beginning at 9 a.m.

#### *Adjournment*

By acclamation, the meeting was adjourned at 10:45am.

Approved by the Board this

13<sup>th</sup> day of JULY, 2005.

DJ Rosselle  
Secretary