

**GWINNETT PLACE  
COMMUNITY IMPROVEMENT DISTRICT (GPCID)  
REGULAR BOARD MEETING  
Gwinnett Commerce Center  
10<sup>th</sup> Floor Conference Room  
3700 Crestwood Parkway  
Duluth, GA 30096  
August 13, 2008**

**MINUTES**

**Attendees**

**Board Members:** Marcy Adams            Casey Coffey            Joe Piccolo  
Leo Wiener            Mark Williams            Tom Wheeler  
Glenn Wisdom

**Staff:**            Joe Allen            Dave Rosselle

**Consultants:**    Marsha Anderson-Bomar, Street Smarts, Inc.  
Steve Bitney, Street Smarts, Inc.  
Carolyn Collins, CMC Consulting, Inc.  
Jeff Corbin, Landmark Communications, Inc.  
Lynn Rainey, Board Counsel

Chairman Mark Williams called the meeting to order at 9:00 a.m. by welcoming all in attendance.

Mr. Wisdom motioned to approve the proposed meeting agenda; seconded by Mr. Coffey and unanimously approved.

Mr. Coffey motioned to approve the July 9, 2008 Board Meeting Minutes; seconded by Ms. Adams and unanimously approved.

**Action/Consent Items**

***Approval of Gwinnett County Memorandums of Understanding***

Upon the recommendation of Mr. Allen, Mr. Coffey motioned to authorize the Chairman to execute the Transportation Enhancement Memorandums of Understanding between Gwinnett County and the Gwinnett Place CID Board of Directors related to preliminary engineering for Projects CSTEE-0009-00(072) and CSTEE 0009-00(073); seconded by Ms. Adams and unanimously approved.

***Optimized Traffic Signal Timing Work Order***

Mr. Allen reviewed the RFP process undertaken by the CID staff to select a qualified consultant to provide support for the optimized traffic signal timing

project with Gwinnett County DOT. Following Mr. Casey's inquiry as to whether the CID would receive the same quality work for the lower bid amount, Mr. Allen stated that Wolverton had done similar studies in the immediate vicinity of the CID and that the Gwinnett County Transportation Department was ready to take action on Wolverton's study results. Mr. Williams emphasized that taking action on this project would have a positive impact on improving traffic flow in the District. Upon Mr. Allen's recommendation, Mr. Wisdom motioned to authorize the Executive Director to implement a Project Work Order between GPCID and low bidder, Wolverton and Associates, to provide optimized traffic signal timing for intersections in the CID for a base amount not to exceed \$49,375.00; seconded by Mr. Wiener and unanimously approved.

#### ***Atlanta Regional Commission Grant Funding***

Upon Mr. Allen's recommendation, Mr. Coffey motioned approval for the Executive Director to submit the Atlanta Regional Commission's grant funding application for the Livable Centers Initiative (LCI) Supplemental Study related to the feasibility of a light rail transit line for Gwinnett County which would directly impact the CID and to commit matching funds for a base amount not to exceed \$30,000.00; seconded by Ms. Adams and unanimously approved.

## **REPORTS & REMARKS**

#### ***Treasurer's Report***

Mr. Rosselle presented the following account summaries for July 2008:

#### **July 2008**

##### ***Checking Account***

July 1, 2008 Beginning Balance:	\$ 84,300.50
July 31, 2008 Ending Balance:	\$ 40,914.12
General Ledger Balance:	\$ 40,858.96

##### ***Money Market Account***

July 1, 2008 Beginning Balance:	\$ 1,650.91
July 31, 2008 Ending Balance:	\$ 11,731.74
General Ledger Balance:	\$ 11,731.74

##### ***Georgia Fund 1 Account***

July 1, 2008 Beginning Balance:	\$ 634,210.85
July 31, 2008 Ending Balance:	\$ 450,232.70
General Ledger Balance:	\$ 450,232.70

##### ***Grand Total for Three Accounts***

July 1, 2008 Beginning Balance:	\$ 720,162.26
July 31, 2008 Ending Balance:	\$ 502,878.56
General Ledger Balance:	\$ 450,232.70

Mr. Coffey motioned to approve the Treasurer's Report and ratify the July 2008 expenses; seconded by Mr. Wisdom and unanimously approved.

***Board Chairman's Remarks***

Mr. Williams commented on the positive impact on the CID of the referendum results supporting the adoption of the Redevelopment Powers Act to create Tax Allocation Districts (TADs) in Gwinnett County.

***Executive Director's Remarks***

Mr. Allen provided information on the following topics:

- Regarding the annual renewal of the Professional On-Demand Consulting Services agreement, Mr. Allen spoke highly of the support currently being provided by Street Smarts. An issue that needs to be addressed with the new contract is establishing a financial cap on the projects to be covered by the On-Demand contract. Mr. Williams recommended that this issue be addressed in the Board planning session portion of the meeting.
- At Mr. Allen's request, Major Tom Bardugon, Central Police Precinct Commander/Gwinnett County Police Department, provided an overview of the Central Precinct and specific crime statistic trends for the Gwinnett Place CID area. The Gwinnett Place CID area has seen a 32% decrease in incidents in 2008 from the same time in 2007. Areas of improvement include a 47% reduction in armed robbery; a 22% decrease in motor vehicle theft; a 14% decrease in automobile break-ins; and a 1% decrease in commercial burglary. In the area, Gwinnett police have increased citations by 15% and DUI arrests by 27%. Property issues have been addressed with a 3% increase in county ordinance citations.
- The CID will have a booth at the International Council of Shopping Centers' southeast trade show in October. This will be a joint effort with the Gwinnett Chamber of Commerce.
- Manufacture and installation of the directional signs and new gateway monuments remains on schedule.
- GPCID directional billboard has been approved and will be installed on I-85 in early November.
- Design-First staff are preparing the final technical aspects of the VisitGwinnettPlace.com Web site for go live in early September.
- Mr. Allen noted the infrastructure report in the Board members' package was available for their review.

***Consultant Remarks***

**Landmark Communications – public relations**

Mr. Corbin advised that Landmark Communications staff is meeting with Mr. Allen to discuss details for the upcoming fall newsletter and prepare the economic development prospectus for the Gwinnett Place area. Plans to promote the opening of the new Gwinnett Tech campus at Gwinnett Place Mall are also in progress.

**Public Remarks**

None

**Chairman Williams called a brief recess and invited any interested participants to join the CID Board in the CID office, Suite 680, for the Board planning session to review short term and long term CID goals.**

**CID Board planning Session, Suite 680**

**Facilitator: Carolyn Collins, CMC Consulting, Inc.**

Mr. Williams reconvened the Board meeting at 10:30 a.m. and began the planning session by introducing Ms. Collins as facilitator. Mr. Allen provided the following summary review of the CID's goals set by the Board in September 2006:

**Short Term Goals**

**1. Implement Signage Plan**

- a. Prepare Master Plan (2006/2007)
- b. Master Plan, Phase 1 (2006)
  - i. Joint CID/Gwinnett County funding
  - ii. Commerce Avenue pocket park/first Gateway Monument
- c. Master Plan, Phase 2 (2007)
  - i. Joint CID/Gwinnett County funding
  - ii. 3 gateway monuments, 3 secondary monuments, banners
- d. Master Plan, Phase 3 (2008):
  - i. Joint CID/Gwinnett County funding
  - ii. 4 additional secondary gateway monuments, 10 directional signs, illuminated street signs/GP medallions on all mast arm location intersections
- e. Transportation/GPCID signs on Interstate ramps and interior entry points

**2. Landscape Master Plan for Pleasant Hill and Steve Reynolds Ramps**

- a. Steve Reynolds Boulevard quadrants and 2 Pleasant Hill Road quadrants (2007)
  - i. Complete final section on Pleasant Hill Ramp (awaiting completion of wall near Best Buy)
- b. Complete north quadrants of Pleasant Hill Road at conclusion of I-85/316 project (2009)
- c. Weekly litter removal and landscape maintenance on 8 quadrant areas

**3. Pleasant Hill Road Streetscape**

- a. Phase 1, Breckinridge Boulevard to Satellite Boulevard (CID/Gwinnett County/TE-grant joint funding)
  - i. Initial Concept Plan Approval (1<sup>st</sup> quarter 2008)
  - ii. Detailed Plan Approval (3<sup>rd</sup> quarter 2008)
  - iii. Right of Way Acquisition (2009)
  - iv. Construction (2009)
- b. Phase 2, Breckinridge Boulevard to Club Drive (CID/TE-grant joint funding)

- i. Creation and GDOT approval of Concept/Construction Plan (3<sup>rd</sup> - 4<sup>th</sup> quarter 2008)
    - ii. Construction (2009)
  - c. Repair of Jackson EMC and Georgia Power street light poles (twice annually)
- 4. Area Redevelopment Plan**
  - a. CID-funded redevelopment "vision/strategy" (2007)
  - b. CID-Mixed Use Redevelopment District Ordinance and Design Guidelines (Joint CID/ARC funding)
    - i. Approved by GPCID BOD (1<sup>st</sup> quarter 2008)
    - ii. Adoption by Gwinnett County BOC (3<sup>rd</sup> - 4<sup>th</sup> quarter 2008)
  - c. Parking Management Plan (Joint CID/ARC funding/2008)
  - d. Tax Allocation District Master Plan (2008-2009)
  - e. Storm Water Management Plan (2009)
  - f. Long-range Land Use Plan (2010)
  - g. Public Open Space Plan (2011)
- 5. Satellite Boulevard Streetscape**
  - a. Phase 1, Gateway Monument/pocket park (CID/Gwinnett County joint funding)
  - b. Phase 2, Transit Center to Tandy Key Lane (CID/TE-grant joint funding)
    - i. Creation and GDOT approval of Concept/Construction Plan (4<sup>th</sup> quarter 2008)
    - ii. Construction (2009)
  - c. Phase 3, Pleasant Hill Road to Transit Center
    - i. Project approved by ARC. No funding provided (2007)
    - ii. Re-submit project (4<sup>th</sup> quarter 2008)
  - d. Phase 4, Tandy Key Lane to Old Norcross Road
  - e. Phase 5, Pleasant Hill Road to Steve Reynolds Boulevard
  - f. Repair of Jackson EMC and Georgia Power street light poles (twice annually)
- 6. Pleasant Hill Road Mobility**
  - a. Comprehensive transportation study (2006). Jointly funded by CID and Gwinnett DOT
  - b. Traffic Signal Optimization Project (2006 and 2008)
  - c. Monthly status meetings with GDOT/Gwinnett DOT staff
  - d. Installation of new sidewalks with SPLOST funding:
    - i. Crestwood Parkway (2006)
    - ii. Venture Parkway (2006)
    - iii. Market Street (2007)
    - iv. Satellite Boulevard (2007)
    - v. Old Norcross Road (2008)
    - vi. Steve Reynolds Blvd. (2008)
    - vii. Installation of new sidewalks (\$1.6 million/2006-2010)
  - e. Repair/repaving/repainting of Roadways
    - i. Venture Drive
    - ii. Venture Parkway
    - iii. Pleasant Hill Road
    - iv. Satellite Blvd.
    - v. Merchant's Way
    - vi. Gwinnett Place Drive

- vii. Old Norcross Road
- f. Median repair/re-striping on Pleasant Hill Road and Satellite Blvd.
- g. Host ARC Walk-ability Workshop
- h. Clean Air Campaign outreach. Regular meetings with office development staff.
- i. Installation of new traffic signal at Mall Blvd (CID/Gwinnett County joint funding/2008)
- j. Heavy Rail Transit Study (Joint GPCID/GVCID/MARTA funding/2007)
- k. In partnership with MARTA and Gwinnett Village CID, conduct Light Rail study for I-85 corridor (2008-2009).
- l. Liddell/Club Drive bridge planning/coordination with GDOT
- m. Urban Renewal Partnership (IIOT Lane) proposal (2007)
- n. Transit Planning Board Concept 3 report and citizen survey (CID Alliance/TPB joint funding)
- o. Interior Shuttle Service Review (2006)

### **Long Term Goals**

#### **1. I-85/316 Slip Ramp**

- a. Feasibility Study/GDOT/Federal Highway Review (2006)

#### **2. Widen Pleasant Hill Road Bridge**

- a. Feasibility Study/Concept Plan (2007)
- b. Traffic Evaluation Study (2007)
- c. IMR include in Regional Transportation Plan (2007)
- d. CID-funded Interchange Modification Report underway with Gwinnett DOT/GDOT/Federal Highway (2007-2008)
- e. Preliminary Engineering (2009-2013)
- f. Proposed Construction (2015)
- g. Bridge recommended by Western Gwinnett Transportation Taskforce recommendations to Gwinnett County Board of Commissioners (2008)
- h. Include project in Gwinnett County SPLOST funding vote (2007)
  - i. CID supporters on funding recommendation committees

#### **3. Breckinridge Boulevard – Venture Parkway Connector Bridge**

- a. Feasibility Study (2009)

#### **4. Pedestrian Refuge Islands along Satellite Blvd./Pleasant Hill Road**

#### **5. Georgia Power Park/Upgrade Area Retention Ponds**

- a. Landscaping Phase 1 (2006)
- b. Department of Water Resources review of water, sewer and storm water infrastructure (2007)
- c. Council for Quality Growth Storm Water Regulations Revision Taskforce (2008)

### **Misc. Items:**

- Landscape maintenance and litter/graffiti removal program
  - Local roadways (twice a week)
  - I-85 ramps (weekly)
  - Results:
    - 2006:

- Bags Collected: 753
  - Illegal Signs Removed: 383
- 2007:
  - Bags Collected: 1083
  - Illegal Signs Removed: 877
- 2008 (May):
  - Bags Collected: 867
  - Illegal Signs Removed: 903
- Three landscaped projects included in Gwinnett Clean and Beautiful's Take Pride in Gwinnett Program (2007/2008)
- All roadways included in Gwinnett Clean and Beautiful's Adopt a Road program (2006/2008)
- Coordination with Gwinnett Clean and Beautiful's graffiti eradication program, Quality of Life Unit, individual property owners... No graffiti in CID footprint.
- Daily community patrols to monitor landscape maintenance, litter, graffiti, and infrastructure conditions.
- Completed landscape enhancement projects:
  - Venture Drive at Pleasant Hill Road (2006)
  - Crestwood Parkway (2007)
  - Market Street (2007)
  - Venture Parkway (2006)
  - Georgia Power properties (2006)
  - Mall Boulevard (2008)
  - Commerce Avenue/Satellite Blvd. (2006)
  - Pleasant Hill Road/Old Norcross Road (2007)
  - White Chapel Memorial Gardens legacy oak tree (2006)
  - I-85/Steve Reynolds wildflower installation (2006)
- Safety brochure in coordination with GCPD (2006)
- Criminal Trespass project with GCPD and Solicitor's Office (2006)
- Annual joint Gwinnett CIDs' legislative meetings (2006/2007)
- Enhanced public and media relations/Web sites. Outreach to various civic groups, homeowner associations, area neighborhoods, Convention and Visitors Bureau, Atlanta Regional Commission, Chambers of Commerce, potential investors, etc.
- Partnership Gwinnett leadership (financial support/staff involvement on various committees)
- 2007 Expansion of CID boundaries (\$100 million in extra value)
- Regular meetings with economic development partners, real estate professionals
- Gwinnett Tech at Gwinnett Place Mall
- Organizing members of Get Georgia Moving Coalition
- Coordination with high-rise developers
- Involvement with County comprehensive planning efforts
- Coordinated new bus shelters on Pleasant Hill Road and Old Norcross Road
- Quarterly meetings with BOC Chairman and County Administrator
- Host ARC Bike/Ped Open Houses and Workshops (2007)
- Active education outreach of Redevelopment Powers Act (2008)
- Holiday/sales tax holiday mailings/automated phone calls (200/2007)

- Coordinated audit of area "night clubs" with GCPD and Department of Financial Services (2007)
- Quarterly meetings with Congressional staff
- Working with Police on removal of "urban campers" in GPCID area
- Monthly Zoning Board and Planning Commission review of parcels
- Gwinnett Place area perception survey (2008)
- Gwinnett Convention and Visitors Bureau Gwinnett Place area map (2008)
- Gwinnett Place Community Improvement Foundation (2008)
- CID seat on Gwinnett Chamber of Commerce BOD (2009)
- Enhanced Chamber of Commerce events in Gwinnett Place area

Following the review of the 2006 goals and status update for each goal by Mr. Allen, the Board discussed the following issues:

***On Demand Consulting Services Agreement***

There was consensus that initiating a new RFP for this contract will help generate cost proposals that are more in line with the current economic conditions. In addition, there was unanimous consensus that a spending threshold needs to be established for the new agreement. Any project cost over \$15,000.00 will be reviewed by the Board to determine if an RFP process should be initiated. Any project with an estimated cost over \$25,000.00 will automatically require an RFP process to be undertaken by the CID staff.

***Gwinnett Place Tax Allocation District (TAD)***

Following a discussion lead by Mr. Allen regarding the merits and steps related to creating an area-wide TAD for the Gwinnett Place area, Mr. Allen provided a TAD consulting services proposal prepared by the Bleakly Advisory Group outlining a proposed schedule and cost for a work program necessary for the creation of a TAD. Upon Mr. Allen's recommendation, Mr. Wheeler motioned to authorize the Executive Director to implement a Project Work Order between GPCID and Bleakly Advisory Group to implement a work program required to form a Gwinnett Place TAD for a base amount not to exceed \$19,500.00; seconded by Ms. Adams and unanimously approved. Mr. Allen will arrange a meeting between Bleakly Advisory Group and the Board to discuss TAD boundaries, potential projects, catalyst sites, etc.

**Misc. Discussion Items:**

- Board members discussed the impact to the CID of the recent elections. Tom Wheeler, Joe Piccolo and Glenn Wisdom will reach out to Commissioner Elect Lasseter to discuss CID goals and ensure a positive relationship with the district commissioner.
- Board members discussed ways to better involve the diverse business community into the CID's leadership.
- Mr. Allen is to provide the Board with a review of the reauthorization process for the CID.

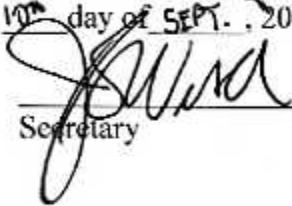


- Board members were encouraged to be involved with the Citizen Self Selection Committee process for the 2008 SPI.OST vote.

Due to ongoing conference room construction at the Gwinnett Commerce Center, the next Board meeting will be held September 10, 2008 at the Atlanta Marriott Gwinnett Place beginning at 9:00 a.m.

The meeting was adjourned by unanimous acclamation at 1:30 p.m.

Approved by the Board this  
10<sup>th</sup> day of SEPT., 2008.

  
Secretary

## GWINNETT PLACE CID BOARD OF DIRECTORS SIGN-IN SHEET

**Meeting Date:** August 13, 2008

**Meeting Time:** 9:00 a.m.

**Location:** Gwinnett Commerce Center, 3700 Crestwood Parkway

**Room:** 10<sup>th</sup> Floor Conference Room

Name	Company	Address	Phone	Fax	E-Mail
Tim Beck	United Consulting		678-898-6434		TBeck@UnitedConsulting.com
Speedy Footwear	Wolverton		770-447-8999		speedy.footwear@wolverton-assoc
Tood Dvoss	Wolverton		7-447-8999		TOOD.DVOSS@WOLVERTON-ASSOC
Marsha Anderson	Street Smart Pomax		7-813-0882		marsha@StreetSmarts.us
Carolyn Collins	CNC Consulting		7-300-0246		cnc107@comcast.net
Laura Sales	GCOC		4-215-0218		
Jeff Legg	Wolverton Assoc.		770-447-8999		
Beatty McClub	REMAX Professional		(7)363-1849		beatty@comcast.net