

**GWINNETT PLACE
COMMUNITY IMPROVEMENT DISTRICT (GPCID)
REGULAR BOARD MEETING
Atlanta Gwinnett Place Marriott
1775 Pleasant Hill Road
Duluth, GA 30096
December 8, 2010**

MINUTES

Attendees

Board Members: Marcy Adams Casey Coffey James Song
Leo Wiener 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 9:00 a.m. by welcoming all in attendance.

Mr. Coffey motioned to approve the proposed meeting Agenda and Minutes from the November 10, 2010 Board meeting as presented; seconded by Ms. Adams and unanimously approved.

Action/Consent Items

Supplement to URS Agreement

Following an overview of the additional services required as a result of meetings with Gwinnett County DOT for the completion of the Diverging Diamond Interchange (DDI) by Mr. Allen, Mr. Williams motioned that the Chairman be authorized to execute documents between GPCID and the URS Corporation for supplemental design services related to the preliminary and final design for the retrofit of a DDI at the Pleasant Hill Bridge over I-85 interchange for a base amount not to exceed \$77,152.00; seconded by Mr. Wiener and unanimously approved.

Approval of FY 2011 Operating and Maintenance Budget

Following an overview by Mr. Allen of the proposed FY 2011 Operating and Maintenance budget by Mr. Allen, Mr. Williams asked that the budget approval decision be delayed until later in the meeting.

Treasurer's Report

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

Checking Account

November 1, 2010 Beginning Balance:	\$40,308.93
November 30, 2010 Ending Balance:	\$49,254.75
General Ledger Balance:	\$49,254.75

Money Market Account

November 1, 2010 Beginning Balance:	\$1,793,092.26
November 30, 2010 Ending Balance:	\$2,565,948.08
General Ledger Balance:	\$2,565,948.08

Grand Total Account

November 1, 2010 Beginning Balance:	\$1,833,401.19
November 30, 2010 Ending Balance:	\$2,615,202.83
General Ledger Balance:	\$2,615,202.83

Mr. Allen noted that as of November 30, the CID had approximately \$2.6 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 thought the area looked very good for the holiday season.

Attorney Remarks

Mr. Rainey referenced the written report that had been submitted to the board members by Mr. Allen.

Executive Director's Remarks

Mr. Allen directed the board members to the letter from Tax Commissioner Katherine Meyer regarding the changes to Gwinnett County's tax collection cycle for 2011.

Mr. Allen also noted the information comparing the Gwinnett Place CID with the other Gwinnett County CIDs. This information was requested by the Board at their November meeting.

Mr. Allen noted that the Gwinnett Place CID was preparing an Atlanta Regional Commission (ARC) grant funding application for the Livable Centers Initiative (LCI) Supplemental Study seeking funds to prepare a 10-year plan update that will include a new market assessment and action plan. If approved, the update will include specific strategies to establish appropriate transit supportive densities and other land use strategies to support alternative modes of transportation. The effort will include at least one public meeting. The board was in consensus to have the staff apply for the maximum funding available and seek the match 50% funding requirements of the ARC. The CID anticipates receiving funding from Gwinnett County as part of this effort.

Pleasant Hill Road Bridge Project

URS Corporation Project Manager Erick Fry reported that the concept plans for the diverging diamond interchange have been submitted to the Georgia Department of Transportation for their review, comment and approval. During the first quarter of 2011, a public information session will be conducted and input gathered regarding the intersection redesign. The project remains on schedule for construction to begin in early 2012.

Venture Drive/Pleasant Hill Road Intersection Redesign Project

Stantec Consulting Services Project Manger Kari Ward reported that the first stakeholder meeting was conducted. Another meeting is planned for January. The project remains on schedule with concept plans to be submitted in early 2011.

Holiday Security Patrols Initiative

Specialized Intelligence and Security, Inc.'s Mike Burgess, Investigator/CFO and SGT. Patrick Kovack, Supervisor, reported that since November 22, their officers have patrolled over 1,500 miles within the CID, met with over 350 business owners/managers, removed three homeless persons from the area, apprehended one shoplifter, investigated over 25 suspicious persons/vehicles, assisted seven motorist and assisted Gwinnett County Police with a motor vehicle accident. Mr. Allen noted the positive response that CID staff had received from area business leaders about the security patrols.

Rebrand Strategy Development

Frank Singleton, Senior Vice President, Ogilvy Public Relations Worldwide, noted that the Gwinnett Place area and its retail, residential and commercial communities have undergone significant changes since the 1980s. Changes in population numbers and composition, new competitive retail and shopping destinations across the region and

changes in local area traffic patterns have contributed to perceptions which impact the CID area's economy and business climate. These perceptions affect CID area businesses and residents alike, and local leaders and stakeholders are working with Ogilvy Public Relations Atlanta office to launch the first phase of addressing these perceptions. Ogilvy is currently designing and initiating a comprehensive research study to establish certain benchmarks and answer key questions which will ultimately help guide the repositioning of the area. This research will help local leaders determine the kinds of changes necessary to revitalize the area, including new activities, events and experiences that will help the Gwinnett Place CID area become a more vibrant and energetic destination for businesses, visitors, and local residents alike. Online surveys and other research tools will help benchmark general awareness and impressions of the specific area, discover "likes and dislikes"/"strengths and barriers", measure activity for broad-based retail, entertainment and restaurant uses, and prioritize prospective changes that will have the most positive influence on future shopping and service behaviors. This research will also help determine characteristics like segment size, media habits (social and traditional), and demographic profiles for future market outreach efforts. The research audiences range from employers and employees to local and visiting shoppers to ethnic subgroups and will help the research and planning team tap into mindset, behaviors and influencers of local/regional business, residents and consumers from the perspective of their experiences, impressions and bias for/against visiting the Gwinnett Place CID's retail, entertainment or shopping venues. Over the next few weeks, a large number of area businesses, residents and visitors will be approached to provide input for this survey effort, and results will be tabulated to help develop strategies for promotional and awareness programs going forward.

Public Relations

- Mr. Corbin noted the positive articles about the area that are appearing in local news outlets.
- Mr. Corbin reported that the next Gwinnett Place CID newsletter will be distributed on December 10.
- A tour of the area with Atlanta Journal Constitution reporters is scheduled for December 9.

Public Comment

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

Executive Session

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


Open Session

Mr. Williams motioned to increase the FY 2010 Operating and Maintenance budget salary line item by \$4,000.00; seconded by Ms. Adams and unanimously

approved. Mr. Williams motioned to adopt the FY 2011 Operating and Maintenance budget as presented by Mr. Allen with an adjustment to the salary line item by an increase of \$7,943.75 and to increase the associated payroll taxes line item by the appropriate percentage amount; seconded by Mr. Coffey and unanimously approved.

The meeting adjourned at 10:05 a.m. The next scheduled meeting is 9:00 a.m. on January 12, 2011 at the Atlanta Marriott Gwinnett Place, 1775 Pleasant Hill Road, Duluth.

Approved by the Board this
9th day of Feb, 2011.


Secretary

Gwinnett Place
Community Improvement District
FY 2011 Operating and Maintenance Budget

<u>Object Description</u>	<u>2010 Annual Budget</u>	<u>Jan 1 - Nov 30, 2010</u>	<u>2011 Budget Recommendation</u>
<u>Ordinary Income/Expense</u>			
Income			
Tax Revenue	\$1,100,000.00	\$1,151,193.25	\$1,100,000.00
Interest-bank and investments	\$5,000.00	\$23,189.90	\$20,000.00
TOTAL AVAILABLE FUNDS	\$1,105,000.00	\$1,174,383.15	\$1,120,000.00
<u>Expenditures</u>			
Accounting/Tax Prep. Services			
Monthly Accounting Services	\$11,000.00	\$11,960.82	\$13,000.00
Year End Audit Services/IRS Filing			
	\$8,950.00	\$8,500.00	\$9,200.00
Bank Service Charges			
	\$100.00	\$29.01	\$100.00
Business Devel/Conf/Mtgs			
Meeting Room Fees/Misc. Rental Fees	\$75.00	\$0.00	\$75.00
Gwinnett Chamber SLV	\$5,200.00	\$5,025.14	\$5,200.00
Lobbying trip to DC	\$650.00	\$0.00	\$650.00
Meals	\$1,300.00	\$1,004.08	\$1,300.00
Travel - other	\$100.00	\$1,807.60	\$100.00
Computer Expenses			
	\$800.00	\$354.30	\$1,230.00
Dues and Subscriptions			
	\$1,305.00	\$1,070.00	\$1,305.00
Insurance			
Directors and Officers Insurance	\$2,241.00	\$2,241.00	\$2,241.00
Liability Insurance	\$8,760.00	\$7,341.00	\$7,341.00
Workers Compensation	\$0.00	\$1,419.00	\$1,419.00
Community Patrol Vehicle	\$0.00	\$0.00	\$1,500.00
Legal Ads			
	\$750.00	\$547.09	\$1,000.00
Legal Fees			
	\$25,000.00	\$18,533.00	\$25,750.00

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Miscellaneous	\$200.00	\$150.34	\$200.00
Office Supplies	\$1,750.00	\$1,365.90	\$1,800.00
Payroll			
Admin Consulting	\$0.00	\$4,941.15	\$0.00
Payroll Taxes	\$14,500.00	\$7,484.18	\$17,450.00
Payroll Service Fee	\$960.00	\$794.72	\$1,000.00
Salaries/Benefits	\$144,986.25	\$120,878.98	\$174,500.00
Reimbursable Expenses	\$6,000.00	\$4,900.00	\$6,000.00
Postage and Delivery	\$400.00	\$402.88	\$500.00
Printing and Design	\$1,500.00	\$1,558.90	\$2,000.00
Office Rent	\$36,134.00	\$34,905.31	\$36,801.00
Repair and maintenance	\$1,300.00	\$1,360.49	\$1,900.00
Community Patrol Vehicle Repair, Fuel, Taxes/Tag and Maintenance	\$5,293.51	\$2,084.97	\$3,400.00
Telecommunications	\$3,969.00	\$3,586.39	\$4,080.00
Websites Maintenance	\$1,425.00	\$953.24	\$1,300.00
SUBTOTAL OF ADMIN EXPENSES	\$284,648.76	\$245,199.49	\$322,342.00
On-Going Program Budget			
Public Relations	\$8,050.00	\$8,158.34	\$8,300.00
Economic Development	\$28,250.00	\$26,748.71	\$28,250.00
Engineering Consulting Services	\$15,000.00	\$6,969.85	\$13,000.00

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Government Relations	\$180,000.00	\$165,000.00	\$180,000.00
Landscape Maintenance	\$138,376.50	\$78,533.08	\$137,676.50
Signal Timing Update and Maintenance	\$19,188.75	\$12,672.22	\$20,150.00
Wayfinding/Signage Ongoing Maintenance	\$21,000.00	\$12,804.62	\$21,000.00
Newsletter and Collateral	\$12,350.00	\$9,383.36	\$12,350.00
Public Relations Retainer	\$36,000.00	\$30,000.00	\$36,000.00
SUBTOTAL OF PROGRAM EXPENSES	\$458,215.25	\$350,270.18	\$456,726.50
Capital Expenditures			
Furniture & Fixtures	\$1,000.00	\$167.58	\$1,000.00
Office Equipment	\$1,000.00	\$356.77	\$1,000.00
Computer & Peripherals	\$1,000.00	\$121.88	\$1,000.00
SUBTOTAL OF CAPITAL EXPENDITURES	\$3,000.00	\$646.23	\$3,000.00
TOTAL OPERATING EXPENSE	\$745,864.01	\$596,115.90	\$782,068.50