GWINNETT PLACE
COMMUNITY IMPROVEMENT DISTRICT (GPCID)
REGULAR BOARD MEETING
Gwinnett Commerce Center
Lower Level Conference Center
3700 Crestwood Parkway
Duluth, GA 30096
February 8, 2017

MINUTES

Attendees

Board Members:	Jill Edwards	Craig Kaufman	June Lee
	James Song	Andy Sumlin	Leo Wiener
	Mark Williams		
Board Observers:	Chris McGahee		
Staff:	Joe Allen	Glenn Wisdom	

Guests:
Hon. Jace Brooks, District Commissioner, Gwinnett County Board of Commissioners
Nick Masino, Chief Economic Development Officer, Partnership Gwinnett/Gwinnett Chamber of Commerce
Hon. Charlotte Nash, Chairman, Gwinnett County Board of Commissioners
Trey Ragsdale, Kaiser Permanente
Glenn Stephens, County Administrator, Gwinnett County

Chairman Wiener called the meeting to order at 9:05 a.m. by welcoming all in attendance.

Mr. Williams motioned to approve the proposed Meeting Agenda; seconded by Mr. Kaufman and unanimously approved 7-0.

Mr. Williams motioned to approve the Minutes from the December 14, 2016 Regular Monthly Meeting and the Executive Session, as presented; seconded by Ms. Edwards and unanimously approved 7-0.

Action Items
Call for 2017 Caucus of Electors
Following an overview of the caucus process and a review of the resignation letters from Mr. Kaufman and Mr. Sumlin by Mr. Allen, Mr. Williams motioned to call for the April 12, 2017 election Caucus to vote on Posts 2, 3, 5 and 6, to vote on whether to approve a

lighting layout and petition for submittal to the Gwinnett County Board of Commissioners, and to vote on the question "Shall the Gwinnett Place Community Improvement District be dissolved?"; seconded by Ms. Edwards and unanimously approved 7-0. Mr. Wiener thanked Mr. Kaufman and Mr. Sumlin for their service to the board.

GTIB Grant Application

Following a review of the draft grant application by Mr. Allen, Ms. Edwards motioned approval for the Executive Director to submit a Georgia Transportation Infrastructure Bank (GTIB) Application for a grant related to the improvements along Mall Boulevard as outlined in the Activate Gwinnett Place plan and to approve the expenditure of $250.00 for the application fee; seconded by Mr. Williams and unanimously approved 7-0.

Treasurer's Report

Mr. Allen presented the following account summaries:

Checking Account

December 1, 2016 Beginning Balance:	$ 88,797.18
January 31, 2017 Ending Balance:	$ 110,680.25

Money Market Account

December 1, 2016 Beginning Balance:	$2,720,679.51
January 31, 2017 Ending Balance:	$2,706,077.53

Certificate of Deposit

December 1, 2016 Beginning Balance:	$ 169,977.25
January 31, 2017 Ending Balance:	$ 170,234.40

Grand Total Account

December 1, 2016 Beginning Balance:	$2,956,467.70
January 31, 2017 Ending Balance:	$2,986,992.18

Mr. Allen noted that as of January 31, 2017, the GPCID had approximately $2.9 million in cash. He encouraged board members to review the monthly financial budget summaries and expenditures for December 2016 and January 2017. The current cash balance and expected revenues leave an estimated $1 million available at the board's discretion through the end of the current GPCID lifecycle.

Mr. Williams motioned to approve the Treasurer's Report and ratify the expenditures; seconded by Mr. Song and unanimously approved 7-0.

Executive Director Remarks
Mr. Allen referred the board members to the recent media coverage about the CID. He noted that Chairman Nash had agreed to be a guest blogger for the CID's blog with a focus on her vision for Gwinnett's future, with particular interest on Gwinnett Place.

2017 Planning Session
Mr. Allen introduced Dr. Ken Bernhardt. Dr. Bernhardt led the planning session. See attached Vision 2020 document summarizing planning session outcomes.

An opportunity for public comment was offered.

The meeting adjourned at 1:50 p.m. The next scheduled meeting is 9:00 a.m. on March 8, 2017 at the Sonesta Gwinnett Place Atlanta, 1775 Pleasant Hill Road, Duluth, GA 30096.

Approved by the Board this
12th day of April, 2017

X

Secretary

Mark Williams

Gwinnett Place CID
Vision 2020 Strategic Plan

February 8, 2017

Mission and Vision

Mission:

To enhance the vitality of Gwinnett's central business district by strengthening the area's role as the center of economic and employment activity.

Vision:

Gwinnett Place is the model for an internationally diverse, livable urban community.

Strategic Priorities

1. GP CID will continue to be a key advocate/partner for transit, housing, and catalyst projects.
2. GP CID will work closely with the county on implementation of major projects in the Gwinnett Place area.
3. Improve the perception of the Gwinnett Place area.

Strategic Priority 1: GP CID will continue to be a key advocate/partner for transit, housing, and catalyst projects.

Key Performance Indicator: A transit development plan, including a transit hub, will be created and implementation will have begun.

Major Initiatives:

1. Working with the county, be a key part of the process in the development of Gwinnett County's Comprehensive Transit Plan, especially those aspects relating to the Gwinnett Place CID area. Included will be participation in studies, surveys, open houses and working closely with Gwinnett County-selected consultants.
2. Promote high density, mixed-use development including middle-income housing.

Strategic Priority 2: GPCID will work closely with the county on implementation of major projects in the Gwinnett Place area.

Key Performance Indicator: By 2020, implementation of the studies that are done has begun.

Major Initiatives:

1. Work with the county to move Activate Gwinnett Place forward.
2. Work with the county to get the McDaniel Farm project implemented.
3. Continue to work with the county to implement a common vision for the Gwinnett Place Mall area as outlined in the adopted 2012 Livable Communities Initiative.
4. Support the county with public relations and communications to property owners.
5. Educate the community and property owners on initiatives coming from the county.

Strategic Priority 3: Improve the perception of the Gwinnett Place area.

Key Performance Indicator: The gaps in perception vs. desired perception will be filled.

Major Initiatives:

1. Conduct a survey to measure current perceptions of the Gwinnett Place area and analyze by demographic segments. Include perceptions of employers and potential developers.
2. Define the image to project, identify gaps, and create a strategy to improve the perceptions where there are gaps.
3. Increase the visibility of the Overlay District, Tax Allocation District, Opportunity Zone, and other available incentives. In partnership with the county and Partnership Gwinnett promote redevelopment opportunities to potential developers.
4. Work with the Convention & Visitors Bureau/Explore Gwinnett to promote the vibrant and diverse restaurant scene in the area.