

**GWINNETT PLACE
COMMUNITY IMPROVEMENT DISTRICT (GPCID)
REGULAR BOARD MEETING
Gwinnett Place CID
3700 Crestwood Parkway
Suite 680
Duluth, GA 30096
September 11, 2013**

MINUTES

Attendees

Board Members: Debra Irving Craig Kaufman James Song
Leo Wiener Mark Williams

Board Observer: Tim Hur

Staff: Joe Allen, Glenn Wisdom

Consultants: Ken Bleakly, Katherine Meyer

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

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

Mr. Williams motioned to approve the Minutes from the July 10, 2013 Monthly Business Meeting, as presented; seconded by Mr. Kaufman and unanimously approved.

Treasurer's Report

Mr. Allen presented the following account summaries for July and August 2013:

Checking Account

| | |
|---------------------------------|--------------|
| July 1, 2013 Beginning Balance: | \$ 6,703.01 |
| August 31, 2013 Ending Balance: | \$ 22,359.58 |

Money Market Account

| | |
|---------------------------------|----------------|
| July 1, 2013 Beginning Balance: | \$1,516,316.29 |
| August 31, 2013 Ending Balance: | \$1,363,750.05 |

Certificate of Deposit

| | |
|---------------------------------|---------------|
| July 1, 2013 Beginning Balance: | \$ 157,734.87 |
| August 31, 2013 Ending Balance: | \$ 158,323.80 |

Grand Total Account

| | |
|---------------------------------|----------------|
| July 1, 2013 Beginning Balance: | \$1,680,754.17 |
| August 31, 2013 Ending Balance: | \$1,544,433.43 |

Mr. Allen noted that as of August 31, 2013, the GPCID had approximately \$1.5 million in cash. He encouraged board members to review the monthly financial detail summaries for July and August 2013. The current cash balance and expected revenues leave an estimated \$2.2 million available at the board's discretion through the end of the GPCID lifecycle ending October 2017.

Mr. Kaufman motioned to approve the Treasurer's Report and ratify the expenditures; seconded by Mr. Song and unanimously approved.

Public Relations Update

Mr. Allen reported on the positive media coverage about the Greater Gwinnett Place Opportunity Zone (OZ), new businesses moving into the OZ and the opening of the Georgia State Patrol Post on Pleasant Hill Road over the last month.

2013 Strategic Planning Session

Katherine Meyer facilitated the annual strategic planning session with board members to build upon previous strategic planning efforts. The Board briefly discussed the strengths, weaknesses, opportunities and threats of the CID and surrounding area.

Strengths:

- Diversity
- Location and transportation access
- All inclusive area

Weaknesses:

- Perception
- Gwinnett Place Mall
- Changing retail environment
- Mobility

Opportunities:

- Gwinnett Place Mall and catalyst sites
- Gwinnett County government changing the "way of doing things" and being more receptive to public/private partnerships
- Enhance transit/connectivity
- New ideas-diversity
- Getting all cultures 'on the same page'

Threats:

- Perceptions

- Congestion
- Area not on radar for national retailers and restaurant brokers
- Turn momentum
- Tax digest and SPLOST
- Fear of change

Mr. Allen reviewed the third quarter 2013 report for the current strategic vision adopted by the CID Board November 2011:

- Revitalize the area's retail base
- Determine/influence future of Gwinnett Place Mall
- Develop alternative mall/retail options
- Continue to address public perception of crime
- Facilitate area business and retail revitalization
- Gwinnett Place area perception strategy
- Message setting and story development
- Gwinnett Place area promotional strategy

Advance Redevelopment Vision:

Opportunity Zone (OZ): The board discussed expanding the OZ and adding properties. The OZ has resulted in numerous new businesses and new jobs arriving in the area. Following a discussion on the approval process with Mr. Bleakly, Mr. Williams motioned approval for the Executive Director to execute documents between the GPCID and Bleakly Advisory Group for the purpose of preparing the necessary documents to expand/create an additional OZ for an amount not to exceed \$5,000.00; seconded by Mr. Kaufman and unanimously approved.

Unified Development Ordinance (UDO): Mr. Allen provided an overview of the UDO process and that the ordinance will facilitate more progressive/modern trends in redevelopment. The UDO is on track to be voted on by Gwinnett County Board of Commissioners by the end of year. The CID board will continue to communicate to the Board of Commissioners the CID's support and interest in the UDO.

Tax Allocation District: Mr. Allen noted that increasing the boundaries of the Gwinnett Place TAD is already in process. He expects approval by end of year from the Board of Education and Board of Commissioners.

Livable Centers Initiative (LCI) Plan: The board discussed the next steps related to the implementation of the LCI plan. Following a review by Mr. Allen on potential next steps, Mr. Williams motioned approval for the Executive Director to execute documents between the GPCID and Bleakly Advisory Group for implementation assistance for the LCI plan for an amount not to exceed \$20,000.00; seconded by Mr. Song and unanimously approved. The work plan will also involve designation of up to three CID board members to meet with Ken Bleakly to begin implementation of the plan.

Area Safety and Security:

There was a good discussion about security cameras and the CID role in enhancing security in the area. Questions were raised as to the perception from people, the need/want cameras, potential camera locations, who buys the cameras and who monitors the cameras. The board decided to continue discussions with county government and law enforcement for a potential joint pilot program of cameras in the CID monitored by Gwinnett County Police.

Infrastructure Investments:

Mr. Allen reviewed the Pond Traffic Study report for improvements in roadways & intersections, streetscapes, pedestrian and vehicle mobility issues. The discussion included the preliminary project list of improvements submitted by the CID to Gwinnett DOT for consideration to be funded by SPLOST as well as a CID financial commitment.

Summary:

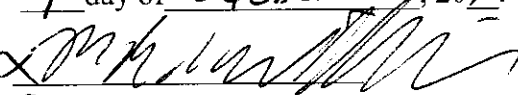
Each Board member was asked to submit at least one initiative that is most important to him/her. The submittals included:

- Positive perception of the area
- New mall ownership with a vision & money to make a plan happen
- Work on perception of the area
- Build light rail system
- Connecting with nearby communities
- Active & creative developments
- Would like to be a part of seeing this CID area transformed into a modern, safe progressive area for all cultures & ethnicities
- Would like public leadership to get behind the revitalization of the mall and immediate environs via a public private partnership of redevelopment authority
- Create a framework for creating the urban core of Gwinnett County
- Multi-use developments
- Would like to see the first significant dense residential project start construction in the area
- Begin redevelopment by using LCI plan

The 2011 Strategic Vision and the 2012 Livable Centers Initiative addresses most of these issues in some manner – short-term and long-term. Action steps are being taken to follow up with on-going projects, start a process or influence thinking for progressive initiatives in the Gwinnett Place CID.

Ms. Meyer noted that the CID board members and staff have done an excellent job in identifying the strategic initiatives to implement the vision to provide a place where people can live, work and recreate in their community - A World of Places in One Place.

The meeting adjourned at 1:45 p.m. The next scheduled meeting is 9:00 a.m. on October 9, 2013 at the Sonesta Gwinnett Place, 1775 Pleasant Hill Road, Duluth.

Approved by the Board this
9 day of October, 2013

Secretary