

**Downtown Development Authority of Augusta, Georgia**  
**Meeting Minutes**  
**August 18, 2016**

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was rescheduled from August 11, 2016 at 8:30 a.m. to August 18, 2016 at 9:00 a.m. and was held at the DDA office located at 936 Broad Street, Suite 107. Those members in attendance were David Hutchison, Rick Keuroglan, Natalie McLeod, Cameron Nixon, Scylance Scott, Jr., DDA Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick with Commissioner Fennoy not in attendance. Guests and observers included DDA Office Manager Roxanne Walls, Jennifer Bowen of the Augusta Convention and Visitors Bureau, Tim McGill of Georgia Power, Charles Murdorf of 600 Broad, Sue Parr of the Augusta Metro Chamber of Commerce, Damon Cline of *The Augusta Chronicle*, Janie Peel of Prime Commercial Properties, Camille Price of Augusta Tomorrow, Augusta-Richmond County Deputy City Administrator Ted Rhinehart, Col. Partain of the Richmond County Sheriff's Office (RCSO), Mike Miller of WJBF and Augusta resident Melvin Kelly.

Mr. Scott called the meeting to order at 9:00 a.m. He welcomed and thanked everyone for their proactive approach to move our city forward.

Mr. Scott asked for a motion to adopt the agenda. Mr. Hutchison made the motion. Mr. Keurgolian seconded the motion. All were in favor and the motion passed unanimously.

Mr. Scott presented for approval the previous meeting minutes from July 14, 2016. With no additions or corrections, Mr. Scott asked for a motion to approve the previous meeting minutes from July 14, 2016. Mr. Hutchison made the motion. Mr. Keuroglan seconded the motion. All were in favor and the motion passed unanimously.

In the Treasurer's Report, Ms. McLeod presented the financials. The balance sheet as of July 31, 2016 reflected total checking/savings in the amount of \$49,611.82. The Profit & Loss Budget Performance (DDA Operating) Report reflected the following for July 2016: total income in the amount of \$12,887.30; net ordinary income in the deficit amount of \$25,808.05. This deficit is due to the accrual made for second quarter payroll as we are awaiting reimbursement of funds from the city to pay the salary payback invoice. Mr. Scott asked if there were any questions. Hearing none Mr. Scott asked for a motion to accept the Treasurer's Report as information. Mr. Keuroglan made the motion. Mr. Hutchison seconded the motion. All were in favor and the motion passed unanimously.

In the Director's Report, Ms. Woodard updated the Board on the following:

**Economic Development Activity**

- The Capital City Bank building on Broad Street has closed.
- The Planned Parenthood building and Henry Brothers building are both under contract.
- Artsy Me Ceramic & Art Studio and Cosmetci by Mer, both located on Artists Row, have opened.

- We are currently working with a realty company that wants to put their sales force downtown.
- We are also working with a prospect for an escape room which is a team building exercise where the team solves a puzzle to get out of a room. There is one in Columbia County and they are quite popular right now. We have a letter of intent.
- We are continuing to work with the Augusta Convention and Visitors Bureau with a distillery out of Edgefield and they have looked at multiple locations.
- Brokers are calling to look at space. With the exception of several Broad Street buildings that are going to stay vacant, we are getting ready to have a shortage of available space. There were not many available spaces on Broad Street for a 5,000 sf tenant. Also the realty company made an offer on a building that was not on the market.

### **Pilot SPLOST Project**

- An application has been requested for new sidewalks and lighting on Ellis Street.
- An application has been requested for picnic and street furniture at the marina.

### **SPLOST VI Project/Riverwalk**

- The design of the arches and shade structures is underway.
- Georgia Power is going to work with Cooper Carry on the shade structure solar panels.
- We are working with the city on geo tech and survey information for design of arches with final design coming back to the Board for approval.
- The first invoice for the line of credit was submitted to GB&T, funds were received and outstanding invoices have been paid. An invoice has been submitted to the city to payback the line of credit.

### **Downtown Programs**

#### **Retail Strategy**

- Retail Strategies is working on a multi-tenant development on Walton Way.
- We have reached out to an organic grocer out of Colorado and are working with some local brokers on possible downtown sites.
- Retail Strategies continues to market not only city owned sites but also privately owned sites.
- They are also using cell phone tracking data to entice retailers by showing the distance that people are driving to downtown. Ms. Woodard will have more information on this at the next Board meeting.

Mr. Nixon asked about the strategy for property owners who have not bought in to the retail vision for downtown. Ms. Woodard told the Board that this will be some phone conversations and a town hall meeting. There are a couple of property owners that are not really working with the program. This is due to the empty buildings on Broad Street that have been empty for several years. Retail Strategies has made this a priority to get everyone to buy in and will probably have something to us by next quarter.

Mr. Scott asked about the pop-up stores in which we had great success. Ms. Woodard told the Board that those will be seasonal or when they have a new product to launch. We are working on getting a date for Affordables now that their fall line is in and are also working with Dress-Up

for 2017. We are working with 600 Broad to get a program in place and will continue to work with Retail Strategies.

### **Grant Projects**

#### **James Brown Boulevard – Phase I**

- The final pay application has been submitted to the city.
- We are waiting on a change order for some minor work which is to install the last trash receptacles, basement hatch and sidewalk vent.
- A ribbon cutting event will be scheduled at completion.

#### **James Brown Boulevard – Phase II**

- We hope to have a design consultant in place in September.

Mr. Nixon asked about James Brown Boulevard Phase III. Ms. Woodard told the Board that we would have to wait for another round of TAP grants as they become available every two years.

### **Jones Street Alley**

- Cranston met with city department heads and is incorporating city comments into final design documents which will hopefully be submitted back to the city by the last week in August.
- Cranston is also completing final cost estimates.
- This project will be turned back over to the city for the actual construction work.
- The next step is to get preliminary design approval by the Augusta Commission.

### **Downtown Advisory Panel (DAP)**

- A meeting will be held August 24 at the Westobou Office at 8:30 a.m. for anyone that would like to attend.

### **Office Inventory**

- The preliminary report is completed and it is being circulated back to area brokers that assisted in gathering the information.
- Posting on website is forthcoming.
- The report will list available office spaces, rental rates and square footages.

### **Important Date:**

- DDA Board Luncheon with Dr. Keel on September 27 at 11:30 a.m.

### **Go Downtown Day**

- We are working with the Augusta Regional Collaboration at 600 Broad Street.
- Four dates have been scheduled and will be held at 600 Broad Street.

### **Other**

- Participated in trolley tour for TechNet on August 2.
- Participated with Georgia Game Changers on July 12.

Mr. Nixon asked about the Downtown Redevelopment Plan. Ms. Woodard told the Board that Ms. Melanie Wilson is working on this plan and the public review will be held on October 3 from noon to 2 p.m. at the DDA office. Ms. Woodard will forward information as it is obtained. She asked Deputy City Administrator Rhinehart to go into more detail. He told the Board that the current plan was done mostly around the TAD. In anticipation of other projects that we are working on downtown like the Depot and around the Augusta Common, the planning department has been looking to update the plan as a redevelopment plan that could be the basis for either project related incentives or zoning related justification. At this time, it is not proposing something specific for a specific property but for an area.

Mr. Scott asked the Board if there were any questions. Hearing none, Mr. Scott asked for a motion to accept the Director's Report as information. Mr. Nixon made the motion. Mr. Keuroglan seconded the motion. All were in favor and the motion passed unanimously.

Under new business, Mr. Scott turned the floor over to Mr. Tim McGill of Georgia Power for his presentation. Georgia Power has had a big interest in economic development in the community particularly downtown. Georgia Power previously met with Ms. Woodard and she mentioned a downtown study. Mr. McGill presented a ceremonial check in the amount of \$4,000.00 for the housing feasibility study with the actual funds forthcoming. Ms. Woodard and the Board thanked Georgia Power for their support.

Under new business, Mr. Scott turned the floor over to Mrs. Sue Parr of the Augusta Metro Chamber of Commerce to speak about the chamber's cyber trip to San Antonio, Texas. The chamber has started a cyber technology committee which is collaboration between the Augusta Metro Chamber of Commerce and the Columbia County Chamber of Commerce. They have a number of technology businesses that participate on that committee. The committee chair is Charles Johnson, president and CEO, of EDTS. Statistics provided by the CSRA Alliance for Ft. Gordon in terms of job growth current projections are direct number employees (military and civilian) that will be moving into Ft. Gordon is about 4,700 and about 2,000 have already relocated here. That will in turn create about 13,000 in population growth to include families and children with 2,400 school age children. With the multiplier of two jobs for every one new job created in the community that would be about 8,000 jobs which would also be businesses adding employees to service the new population. There will be \$1.3 billion in construction through 2025 on the installation. These are great opportunities for local small businesses.

San Antonio claims to be number two in the cyber security industry as reported by the *San Antonio Business Journal*. The team visited San Antonio at the end of June. The trip objectives were to understand more about their education and workforce development initiatives and to meet with General Patterson, commander of Military Installation Command at Fort Sam Houston and former commanding general at Fort Gordon. They also wanted to meet with some contractors which are in our community that have offices there as well and to meet with other chambers of commerce. The primary goal was to understand how chambers have supported the cyber security industry. Ms. Parr answered questions from the Board and the floor. The Board thanked Ms. Parr for her presentation and she left the meeting at 9:45 a.m.

Under new business, Mr. Scott turned the floor over to Col. Partain of the Richmond County Sheriff's Office (RCSO) for the Riverwalk security cameras presentation. He contacted the company that installed security cameras in the jail system. The concept quote they provided for a camera system includes 15 cameras. Copies of the quote were distributed to the Board. He has not had an opportunity to ask them questions about it yet. The issue with Riverwalk is there is no fiber network that runs on Riverwalk. The only other option is "microwave" which is directional and can be affected by weather and other things. This is the only option available for Riverwalk. A decent signal could be obtained as Riverwalk is "line of sight". There are five ingress/egresses so at some point you will be on camera. Zones 1 and 2 will be moved to the forthcoming precinct which will include a camera room at the Unisys building. During special events, someone would monitor the cameras and the rest of the time it would just be recorded. Col. Partain mentioned "Midtown Blue" which is in a section of Atlanta and showed the signage they have posted to the Board. RCSO will have signage posted to let you know that you are being videotaped and at times monitored. The Board received Col. Partain's presentation as information. Once all of the information has been obtained, it will be presented to committee to determine the best option in DDA funding for the Riverwalk camera system. The Board thanked Col. Partain and he left the meeting at 9:53 a.m.

Under new business, Mr. Scott turned the floor over to Legal Counsel Warlick to present a resolution for the Miller Theatre. Legal Counsel Warlick has had several conversations with Mr. Levi Hill and Mr. Joe Huff on behalf of the Augusta Symphony which has title to the Miller Theatre and has requested assistance of the Authority in the renovation and financing of the Miller Theater. It is proposed that SPLOST funds might be available from Augusta-Richmond County to be used for such purpose and that the Miller Theatre might also qualify for historical preservation tax credits. They have a budget of around \$20 million and have raised about \$16 million with possible historic tax credits for sale to raise another \$5 to \$6 million. The Miller would enter into a lease for 50 years or less as under our Georgia IGA we are authorized to enter into leases up to 50 years. The DDA would take an assignment of the existing lease and have a subsequent sublease with the corporate user. This resolution would authorize the executive director and officers of the Authority to work with the city and the Augusta Symphony in order to help them get financing to make renovations to the Miller Theater so it can be an operable theatre. We would be a pass through. The Board reviewed the resolution and would like appropriate language added to have documents approved by the Board prior to execution. Mr. Nixon made the motion to adopt the resolution for the Miller Theater pending additional language. Mr. Keuroglan seconded the motion. All were in favor and the motion passed unanimously.

With no further business to discuss, Mr. Scott asked for a motion to adjourn. Mr. Hutchison made the motion. Mr. Keuroglan seconded the motion. All were in favor and the meeting adjourned at 10:00 a.m.

Respectfully submitted,

Scylance Scott, Jr., Chairman