

Downtown Development Authority of Augusta, Georgia
Meeting Minutes
February 19, 2014

Due to inclement weather, the February 13, 2014 regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was rescheduled to February 19, 2014 and held at 8:30 a.m. at the DDA office located at 936 Broad Street, Suite 107. Those members in attendance were Sanford Loyd, Natalie McLeod, Cameron Nixon, Scylance Scott, Jr., Commissioner Marion Williams, Joey Hadden, Executive Director Margaret Woodard, and Legal Counsel Byrd Warlick. Guests and observers included DDA Office Manager Roxanne Walls, Matt Kwatinetz of the Augusta Regional Collaboration, Camille Price of Augusta Tomorrow, Jennifer Bowen of the Augusta Convention and Visitors Bureau, Terri Mass of Family Y, Al Dallas of the Augusta-Richmond County Mayor's Office, and Tim Rausch of the Augusta Chronicle.

Mr. Nixon called the meeting to order at 8:35 a.m.

Mr. Nixon presented for approval the previous meeting minutes from December 12, 2013. With no additions or corrections, Mr. Loyd made a motion to approve. Mr. Scott seconded the motion. Mr. Nixon asked if there was any further discussion. Hearing none all were in favor and the motion passed unanimously.

In the Treasurer's Report, Mr. Loyd presented the financials for December 2013 which also reflected the completed year.

The Profit & Loss Budget Performance (DDA Operating) Report for January 2013 – December 2013 reflected the following: total income in the amount of \$175,799.65; total expenses in the amount of \$214,645.93; net ordinary income in the deficit amount of \$38,846.28.

As we move into 2014 we will need to look at our revenue and expenses and determine what we are going to do about deficits as we move forward.

The balance sheet as of December 31, 2013 reflected total checking and savings in the amount of \$127,738.57 which includes some restricted funds. Our current liability is accounts payable and that amount largely consists of city salary payback for fourth quarter.

The deficit is largely due to the retail recruitment expense in the amount of \$30,000. To-date we have raised \$25,000 in retail recruitment sponsorships and have \$5,000 more to raise to reach our goal of \$30,000.

The Profit & Loss Budget Performance (Consolidated) Report for December 2013 is in board books for review.

The January 2014 financials are in board books for review but do not include 2014 budget numbers. The 2014 proposed operating budget will be discussed under New Business.

Mr. Nixon asked if there were any questions, concerns, or comments about the Treasurer's Report. Hearing none Mr. Loyd made a motion to accept the Treasurer's Report as information. Mr. Hadden seconded the motion. Mr. Nixon asked if any further discussion. Hearing none all were in favor and the motion passed unanimously.

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

Active Economic Development Projects

Georgia Cities Foundation (GCF)

- Currently, there are three loans on hold by the Foundation because construction has not begun. They are 1120 Jones Street, 758 Broad Street approved pending bank financing, and 307 James Brown Boulevard.
- We reached our loan cap and Mr. Perry Hiott with GCF is looking into when we can begin applying again.
- We are working with 305 Greene Street, which is a Rex property, as they have been approved for an energy loan for HVAC and roof. Rex will apply for a GCF loan for the balance needed.

Other

- The updated resolution that was approved by the board in December 2013 for the proposed hotel has been forwarded to the hotel developer. There is a site visit upcoming with an interested investor.
- The Doris Building has been sold again and has been purchased by a church named The Well.
- We are working with an upscale steakhouse from Columbia, SC and have had two site visits.
- Puritan Candle has opened on upper Broad Street.
- Old Irish Pub (O'Donovan's) will open in March.
- A knitwear shop has opened on 8th Street and she used to be a Saturday Market vendor.
- Crate & Vine will open in late February.

Pilot SPLOST Project

A few years ago, we set aside \$35,000 for this program. It is for downtown property owners who have made improvements to their own buildings to ask for public space improvements. They can apply for up to \$7,000 to make street improvements such as new sidewalks, lighting, and street furniture.

Approved Projects

- New sidewalks and lights for the old Widow's Home which is now Christ Community Health Services
- Signage in Olde Town
- Sidewalk and curb cut project for the Richmond Hotel
- Springfield Park

Ms. Woodard has reached out to Olde Town and the Richmond Hotel to find out project status as it has been over a year since those projects have been approved.

We have \$7,000 left in that program. Due to the recent ice storm in our area, there are downed trees on Broad Street. The CADI program that closed down last year donated some money to a non-profit that provides trees. Ms. Woodard asked the board to entertain taking some SPLOST money with the DDA taking the lead in replacing the downed trees and working with the appropriate agencies/department heads. It will cost approximately \$1,000 per tree and does include installation. If we work with the city in removing the trees and replacing the sidewalks we think we can recover some of the costs.

Mr. Hadden made a motion to authorize the executive director to proceed up to \$7,000 in remaining Pilot SPLOST Project funds to replace trees on Broad Street damaged due to ice storm. Mr. Loyd seconded the motion. Mr. Nixon asked if any other discussion. Hearing none all were in favor and the motion passed unanimously.

Downtown Programs

Retail Strategy

- Sponsorship letters were mailed in late November and December. An additional \$5,000 in sponsorships has been raised with a total of \$25,000 raised to-date. The goal is \$30,000.
- Site visit with several developers in January.
- We have three sites that are under location. One of those is under negotiation for a mixed-use project.
- A confidential list of retail prospects is available to board members.
- Demographic summary, brochure, and comparison data is underway.
- Retail Strategies will be back in town next month.
- A retail strategy committee meeting will be held in March.

Grant Projects

James Brown Boulevard Phase I

- Project had to go out for re-bid and that pre-bid meeting was held in February with 10 contractors in attendance.
- Drawings have been altered for cost savings.
- Bid opening will be held on February 25 at 3:00 p.m.

James Brown Boulevard Phase II

- Awaiting MOU's from DOT for execution.

GRU Day – January 16, 2014

- Inaugural event was a success in spite of weather.
- We are working with students on the internal marketing of the event.
- Due to inclement weather, the next GRU Day will be held on March 20.

SPLOST VII

- Requests have been submitted:
 - \$5.6 million for Phase 2 of the Augusta Common
 - \$3 million for a small business incubator
- DDA to make presentation to the Augusta Commission on February 24 at 10:30 a.m.

Other

- The audit is underway.
- Ms. Woodard and Mr. Nixon will attend DDA Day in Atlanta on March 4. The highlight is to garner support for the Renaissance Act.
- Website quotes underway to update the DDA website.

Parking in downtown is still an issue. Ms. Mass of the Family Y told the board they had 65 new memberships in January and daily she has members asking where to find parking. Their goal this year is 200 new memberships. In addition, staff from the Wilson Y has relocated to downtown. Parking is a huge challenge.

Ms. Woodard told the board she has heard from the management company for the Johnson Building. They are almost 100 percent leased and are experiencing parking issues.

Ms. Woodard and Mr. Loyd were appointed to a committee under Mr. Fred Russell's direction. The committee met and came up with a parking plan. However, Mr. Shanahan was the lead and when he left there was no lead. Basically we turned over to the committee the ordinance the DDA had rewritten and the recommendation. That committee basically adopted the plan that the DDA had put together five years ago.

Mr. Loyd would like the DDA to continue to take parking to the Augusta Commission on a regular basis. The Augusta Commission will have to decide on what to do and when. Parking is getting worse and is not getting better.

Mr. Loyd asked the board to give Ms. Woodard direction in proceeding forward with some type of presentation with the commission regarding the parking plan.

Mr. Loyd made a motion to put parking on the Augusta Commission meeting agenda for the first meeting after Masters. Mr. Scott seconded the motion. Mr. Nixon asked for any further discussion. Hearing none all were in favor and the motion passed unanimously.

A complete copy of the Director's Report is in board books.

The board accepted the Director's Report as information.

Under New Business, Mr. Loyd presented the 2014 operating budget for approval.

The budget includes a deficit in the amount of \$38,507.00. We need to come up with a plan to reverse the deficit piece.

For future budgets, Mr. Loyd would like to talk about the subsequent year budget and present prior to entering that particular year.

We cannot sustain forever on our savings. Mr. Nixon told the board there are "some irons in the fire" that should generate income. Also there are developer fees available if we could be a part of bond issues.

Mr. Loyd made the recommendation to adopt the proposed operating budget as presented for 2014. Mr. Hadden seconded the recommendation. Mr. Nixon asked for any further discussion. Hearing none all were in favor and the motion passed unanimously.

Under New Business, Mr. Nixon presented the nominating committee's proposal to approve board candidate Mr. Dennis Welch for Augusta Commission approval/appointment to the board.

Mr. Welch would replace outgoing board member Steven Kendrick.

Mr. Welch is employed by Cranston Engineering and is also a downtown property owner. He is vested in the success of downtown.

The nominating committee made a motion to approve board candidate Mr. Dennis Welch for Augusta Commission approval. Mr. Hadden seconded the motion. All were in favor and the motion passed unanimously.

The next item on the agenda was closed session. The reason for going into closed session was to discuss the possible acquisition of real estate.

Mr. Nixon asked for a motion to go into closed session. Mr. Scott made the motion. Mr. Loyd seconded the motion. All were in favor and the motion passed unanimously.

The board went into closed session at 9:26 a.m.

Mr. Nixon asked for a motion to come out of closed session. Mr. Loyd made the motion. Mr. Scott seconded the motion. All were in favor and the motion passed unanimously.

The board came out of closed session at 9:55 a.m.

Mr. Nixon adjourned the meeting at 9:56 a.m.

Respectfully submitted,

Joey Hadden, Secretary