

**Downtown Development Authority of Augusta, Georgia**  
**Meeting Minutes**  
**July 13, 2017**

The regularly scheduled meeting of the Downtown Development Authority of Augusta, Georgia was held on July 13, 2017 at 8:30 a.m. at the DDA office located at 936 Broad Street, Suite 107. Those members in attendance were Commissioner Fennoy, David Hutchison, Natalie McLeod, Cameron Nixon, Scylance Scott, Jr., DDA Executive Director Margaret Woodard and Legal Counsel Byrd Warlick with Rick Keuroglan not in attendance. Guests and observers included DDA Office Manager Roxanne Walls, Melissa Tyler of Attaway Construction and Associates, Damon Cline and Joe Hotchkiss of *The Augusta Chronicle*, Charles Murdorf of 600 Broad, Andy Ackerman with VanderMorgan Realty, Maurice McDowell of the Augusta-Richmond County Administrator's Office and downtown property owner Rafy Bassali.

Mr. Scott called the meeting to order at 8:30 a.m. and welcomed everyone.

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

Mr. Scott presented for approval the previous meeting minutes from May 11, 2017. With no additions or corrections, Mr. Nixon made a motion to approve the previous meeting minutes from May 11, 2017. Mr. Hutchison seconded the motion. All were in favor and the motion passed unanimously.

In the Treasurer's Report, Ms. McLeod presented the May and June 2017 financials.

The balance sheet as of May 31, 2017 reflected total assets and total liabilities and equity which balance. The Profit & Loss Budget Performance (DDA Operating) Report for May 2017 reflected the following: total income in the amount of \$12,912.04 which mostly consists of city funding and interest income; the largest expense reflected is our annual audit fee in the amount of \$9,250.00; total expenses in the amount of \$13,796.91; net ordinary income in the amount of -\$884.87. The Profit & Loss Budget Performance (Consolidated) Report for May 2017 reflected the following: total income in the amount of \$13,223.20; net ordinary income in the amount of -\$573.71.

The balance sheet as of June 30, 2017 reflected total checking/savings in the amount of \$730,340.38 which includes SPLOST funds. The Profit & Loss Budget Performance (DDA Operating) Report for June 2017 reflected the following: total expenses in the amount of \$53,695.44; net income in the amount of -\$41,461.57. Aside from the payroll expense two large expenses reflected were special development legal consultant for the Depot project and retail recruitment (Retail Strategies) for 2017-2018.

The Profit & Loss Budget Performance (Consolidated) Report for June 2017 reflected the following: total income in the amount of -\$467,191.51 which is due to an accountant journal

entry to move SPLOST funds received in 2017 from SPLOST Riverwalk improvements income to deferred inflow to follow the 2016 audit; total expenses in the amount of \$57,320.44; net income in the amount of -\$541,178.76. A payment was made to Cooper Carry in the amount of \$3,625.00.

Ms. McLeod asked if there were any questions. Mr. Nixon mentioned the difference in SPLOST administrative services as we anticipated more at this point nor have we received the commitments for the retail recruitment sponsorships. Ms. Woodard told the Board that it will all balance out by the end of the year.

Mr. Scott asked if any other questions. Hearing none, Mr. Scott asked for a motion to accept the Treasurer's Report as information. Mr. Nixon made the motion. Commissioner Fennoy 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:

Ms. Woodard introduced Mr. Maurice McDowell. Mr. McDowell works in the Administrator's Office and is currently working with the DDA on a lot of projects.

#### **Other ED Projects**

- 901 Broad Street - Mr. Bryan Haltermann has purchased this property and it is under construction for 12 new apartments and 4,000 sf of new retail.
- 941 Ellis Street - Mr. Mark Donahue purchased this property and it is under construction for 12 new walk-up apartments and is very similar to what he did at the old Boots Factory.
- TaxSlayer has purchased and closed on the YMCA Building on Broad Street. This will bring 100 new employees to the urban core.
- The YMCA will make an announcement in the next week on their new downtown location.
- Augusta University will occupy two floors in the old Wells Fargo Building and will have naming rights.
- 501 -513 James Brown Blvd. has sold to a tech company and have met with owner.
- Three buildings went under contract in the last week on Broad, Ellis and Reynolds.
- Met with the new owner of the Lamar Building and have offered assistance.
- The Hyatt House groundbreaking was held on June 16<sup>th</sup>.
- The Georgia Cyber Innovation and Training Center, now named the Hull McKnight Georgia Cyber Innovation and Training Center, groundbreaking was held on June 19<sup>th</sup>.
- A SC distillery has located space on Broad Street to rent and is awaiting approval of revised local ordinance.
- Working with GMA on a project list for funding to look at additional funding opportunities.
- Working on project stimulators/halo effects and are tracking properties that have sold around the project stimulators to see if sold above appraised value etc.

## **SPLOST VI Project/Riverwalk**

### **Arches**

- Ms. Woodard asked Cooper Carry to revise the arch drawing as the one previously approved by the Board was in black and white and in pencil. The revised arch drawing in color is in Board books and is the same design previously approved by the Board.
- The revised arch drawing will be submitted to the Augusta Commission for approval.
- Because the arches are going in at 8<sup>th</sup> and 9<sup>th</sup> (locations previously approved by the Board pending Augusta Commission approval) the arches will be higher as those streets are narrow.

### **Shade Structures**

- A shade structure cost estimate which came in less than the \$150,000.00 that was budgeted and diagram to show how it will attach are in Board books.
- On Riverwalk there are currently indentions where the benches are and this is where the shade structures will be placed.
- The shade structures will consist of four columns with a canvas top and there will be 14 shade structures on the Riverwalk.
- Since Parks and Recreation manages the Riverwalk, Ms. Woodard would like to see Parks and Recreation make recommendations to the Board such as color and let them manage the project.
- The original budget in the amount of \$150,000.00 was for three. However, we are now able to do 14.

Commissioner Fennoy is concerned as he does not want these shade structures to be used as shelters for vagrants and the homeless and asked what can be done to prevent that from happening. Ms. Woodard explained that the way other cities are dealing with that issue is a bar is put in the middle of the bench so it is a sit only bench. Also we can meet with the RCSO Smart Team and get stats from them to see if it will be problematic. At some point Commissioner Fennoy would like the DDA and city to meet to regarding the James Brown corridor to see what can be done to make it more pleasing.

## **Downtown Programs**

### **Retail Strategy**

- A confidential Recon Report from the Nevada trip is in Board books.
- Completed with Retail Strategies a map that they show to prospects which reflects current projects and what is under contract. The map will be included on the new marketing brochure.
- Retail sponsorship letters will be mailed to prospects.
- Ms. Woodard would like to raise more than the \$10,000.00 goal for our retail strategy as Retail Strategies previously presented what they could do with our website.

Mr. Nixon asked if Retail Strategies could give us a sense of what the greatest barriers are for retail. Currently, the trend is fast-casual dining and parking is the biggest barrier due to the quick turnover that is needed. Also we are currently very low on inventory. Ms. Woodard and Mr. McDowell are getting ready to again start up the parking conversation. Also we do have a

letter of intent for our first brand which is a restaurant and is a brand that everyone will recognize.

Mr. Scott asked about the acquisitions downtown and wanted to know if they have development plans or is it speculative. Ms. Woodard says it is both. She used as an example Artistic Perceptions on lower Broad Street. It has sold and will be a second local restaurant concept but will not break ground until 2018. This is the same with two other restaurants that will be on upper Broad Street which are second, third and fourth concepts for existing chefs downtown. There is also a big announcement forthcoming on Broad Street near Farmhaus that will not announce until 2018. Updated inventory reporting for empty buildings, retail and office is forthcoming due to the recent announcements.

### **Grant Projects**

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

- This project is 100 percent completed.
- It is closed out and all final documentation has been submitted and approved.
- We have received payment for project oversight.

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

- Notice to proceed has been given to the Procurement Department.
- The next step is a kick-off meeting with GDOT, DDA, Cranston Engineering and city.
- This phase will start at Twiggs Circle and comes back towards Laney-Walker Blvd.

### **Jones Street Alley**

- Design for Phase II has been approved and kick-off meeting to be held next week for renderings and project costs.
- Phase I is complete.

### **Asset Inventory**

- Inventories are completed but will look at to determine what needs to be updated.

### **Downtown Incentives**

- A downtown incentive packet is underway as a result of the Augusta Convention and Visitors Bureau's (ACVB) Destination Blueprint.
- We are gathering information and have also been working with the Tax Assessor's Office to analyze what properties taxes have done since the crash in 2008.
- Downtown Incentives Committee members to be appointed under new business on today's agenda to review information.

### **Other**

- We made a presentation to the Corps of Engineers on behalf of the Augusta Metro Chamber of Commerce to tell the importance of the Savannah River to downtown development.
- We have been working with city Planning and Zoning on the amended ordinance for micro and craft breweries with hopes it will pass in the next thirty days.

*The Augusta Chronicle* has a new publication in which we submitted an article for Mr. Cline. The article is about parking and parking management and was reviewed and approved by DDA Chair Scott prior to submission. Ms. Woodard introduced Mr. Cline and he briefly spoke about the new publication. It is a downtown focused publication specifically looking at redevelopment and revitalization issues, tracking, charting and in some ways through an advocacy type component advancing projects. It will be a stand-alone magazine with a target distribution late August early September.

- Augusta has been chosen as the location for the Georgia Heart & Soul Tour Workshop and is scheduled for November 2<sup>nd</sup> at the Augusta Metro Chamber of Commerce. The DDA will be working very closely with the Mayor's Office. It is a one day workshop. Elected officials from all over the state will be in attendance.

Mr. Scott asked for a motion to accept the Director's Report as information. Mr. Hutchison made the motion. Commissioner Fennoy seconded the motion. All were in favor and the motion passed unanimously.

Under New Business, on behalf of the Nominating Committee, Mr. Nixon proposed Mr. Jack Evans of Augusta University as a potential board member to fill the open slot on the board. Mr. Evans is vice president of communications and marketing since 2015 and has been an associate with the university since 2005.

Mr. Nixon asked for a motion to accept the recommendation from the Nominating Committee to nominate Mr. Jack Evans to the DDA Board for final approval from the Augusta Commission. Ms. McLeod made the motion. Commissioner Fennoy seconded the motion. All were in favor and the motion passed unanimously.

Under New Business, the DDA has been tasked with localizing all of the downtown incentives for prospective developers. The Downtown Incentives Committee will head that task and work along with Executive Director Woodard. Mr. Scott would like to appoint Ms. McLeod and Mr. Nixon to that committee.

Mr. Scott asked for a motion to accept the appointments of Ms. McLeod and Mr. Nixon to the Downtown Incentives Committee. Commissioner Fennoy made the motion. Mr. Hutchison 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. Commissioner Fennoy seconded the motion. All were in favor and the motion passed unanimously.

The meeting adjourned at 9:14 a.m.

Respectfully submitted,

Scylance Scott, Jr., Chairman