

MEETING MINUTES
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT
Thursday, April 27, 2017

MEMBERS PRESENT

Tad Leithead
John Shern
Connie Engel
Mike Plant
Barry Teague
Bob Voyles
Mason Zimmerman

EXECUTIVE DIRECTOR

Malaika Rivers

LEGAL COUNSEL

Lynn Rainey

COBB CHAMBER OF COMMERCE

Melissa Crook
Bryan Bebout
Kyethea Clark
Noelle Lloyd
Roxanne Plummer
Mike Winters

COBB COUNTY

Chairman Mike Boyce
Commissioner Bob Ott
Karyn Matthews

JACOBS

Lee Upkins
Alex Chung

OTHERS PRESENT

Bob Argo, Vinings Homeowner
Tim Huffman, Vinings Homeowner
Pam Newman Long, Vinings Homeowner
Darryl VanMeter, GDOT
Jennifer Schultz, HNTB
Peter Hortman, Pond
Brad Hale, Moreland Altobelli
Nancy Geisler, Vinings Historic Preservation Society
Heidi Dasinger, Marietta Power
Diane Dixon, Canterburybury Pointe
Dan Dobry, Croy Engineering
Josh Winter, Winter Design
Vance Smith, Jr., Pond Co.
Holly Quinlan, Cobb Travel & Tourism
Ron Sifen, Vinings
Phillip Morrissey, The Good Group
Jon Gargis, MDJ

The April meeting of the Cumberland Community Improvement District Board was called to order at 7:34 a.m. on Thursday, April 27, 2017 at the Cobb Chamber of Commerce, 240 Interstate North Parkway, Atlanta, Cobb County, Georgia, pursuant to legal notice. A quorum was present.

Chairman Leithead presided and welcomed special guests.

ITEMS FOR APPROVAL

1. Minutes: Mr. Teague made a motion to approve the March 30, 2017 Minutes of the CID Board. Ms. Engel seconded the motion which was unanimously approved.
2. Approval of Financial Statement: After making the Treasurer's Report, Mr. Teague made a motion to approve the March Financial Report (Exhibit A). Ms. Engel seconded the motion which was unanimously approved. Mr. Teague made a motion to approve the invoices and cash disbursements as presented (Exhibit B). Ms. Engel seconded the motion which was unanimously approved.

CHAIRMAN'S REPORT: BIG PICTURE

Chairman Leithead welcomed Chairman Boyce to the CCID meeting. Cobb Commission Chairman Boyce stated things in Cobb County with regard to the Board of Commissioner and county government are going great. The

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dynamic engine is roaring at a max rate of speed. There is a long way to go and still trying to maximize SunTrust Park and Battery Atlanta to the county's benefit. In regard to the CCID, it is a terrific program and the County is behind it 150%. Cobb Commission Chairman Boyce is grateful for the great partnership and keep up the good work.

Chairman Leithead thanked everyone who attended the US 41 (Cobb Pkwy) ribbon cutting ceremony to celebrate the completion of a \$60M major corridor construction project yesterday. It was a great event. Governor Deal was the keynote and all speakers were complimentary of the CCID. Chairman Leithead went on to thank staff for their hard work.

Chairman Leithead stated the CCID was a sponsor for the Council for Quality Growth – Meet & Greet with County Commissioners and Mayor at the Infinity Club at SunTrust Park last night.

The tour scheduled for Board members today at SunTrust Park has been cancelled due to County Manager David Hankerson's retirement party.

EXECUTIVE DIRECTOR'S REPORT

Ms. Rivers echoed Chairman Leithead's comments regarding the ribbon cutting yesterday. It was a great event.

A. Real Estate Activity

1. Development Pipeline: Ms. Rivers encouraged Board members to review the Cumberland commercial and residential square footage, residential market and growth collaterals.

Commissioner Ott stated he met with the developer that is looking to do Restaurant Row on Powers Ferry. This would be a mixed use development.

2. Investment & Sales Activity: Ms. Rivers asked Board members to review the Investment activity collateral.

In 2016, \$613M in commercial properties sold in the Cumberland CID area. The average sales price was 148% above Tax Assessor value. Since 2013, nearly \$2.5B in commercial properties have sold in the CCID. In 2017, the average sales price has been 263% above Tax Assessor value.

- B. Tax Digest & Revenue Projections: Ms. Rivers reported the Tax Assessor has released the preliminary Tax Digest. The 2017 forecast from the Tax Assessor is indicating countywide a 6% increase in the value of the tax digest and for commercial 6.99%. The CCID uses its own figures which are based off of its cash management and modeling. Ms. Rivers and Mr. Winters spend a lot of time working with experts in the CCID's micro local field in order to make the CCID's best projections. The CCID's projection for this year is 7.27% which higher than the County's projection. The CCID is going to stick with its numbers as it relates to the CCID's projected next net taxes collected and all of the subsequent financials after that. Once the preliminary digest is refined into the approved digest there will be further updates.

- C. Cash Flow Model: Ms. Rivers reviewed the Baseline Cash Flow Model. This is based on the financials that have been approved to date. As discussed last month, there is a portion in calendar year 2018 and 2019 were the CCID is in the red. CCID staff is watching this and continuing to refine the numbers.

- D. CID Open Projects & Other Agency Open Projects: Ms. Rivers reviewed the CCID Open Work Program. The CCID has about \$238M worth of projects that are either under construction or in process, \$131M being under construction. There are a lot of improvements underway. There have not been any major changes to the work program only that last month the Board made a commitment to Akers Mill Ramp for the rest of

the design in order to advance Ph 2, so that has been absorbed into the Work Program and has been reflected on the Treasurer's report.

Ms. Rivers referred Board members to the Other Agency Open Projects spreadsheet. There have not been any major changes.

E. Required Action/Requests

Ms. Rivers reported the CCID had a major milestone in that the Intergovernmental Agreement the CCID has with GDOT has been signed. It is putting Ph. 1 into construction. It has been a major hurdle over the past three years. At last month's meeting, Ms. Rivers discussed Ph. 2 (construction of the ramp). The CCID will apply for funds that are available most notably through the State's Infrastructure Bank. The application has been submitted. In the next couple of weeks the CCID will be submitting an application to the ARC for some federal funds. In the meantime, design continues and the project is in a good place. Chairman Leithead stated this is the CCID's highest priority project and this is a great partnership with the County. Cobb Commission Chairman Boyce thanked the CCID.

1. Approval of CFA, Pedestrian Bridge: Ms. Rivers asked Mr. Rainey, Legal Counsel to discuss the approval of the framework agreement for the pedestrian bridge. Mr. Rainey stated this pedestrian bridge is located between the Galleria Centre and Battery area. The CCID previously committed \$5M for the pedestrian bridge and then added another \$450K in order for it to be open by April 14 for safety purposes for events including ballgames and concerts, etc. in SunTrust Park. In order to put a legal structure around that to make sure the understandings are correct between the CCID and County, a CFA has been created. An agreement is now ready to be submitted to the CCID Board. The CCID's \$5M is payable in two payments – 1) \$2.5M due by December 31, 2018 and 2) \$2.5M due by December 31, 2019. The additional \$450K was to ensure the bridge would be open for pedestrian traffic by April 14, 2017 which was the first ballgame. The structure sets out that the bridge would be completed by August 31, 2017. In the time period between April 14 and August 31 the bridge will be open on an intermittent basis for all events at SunTrust Park, 4 hours prior to any of those events and 4 hours after those events are completed. A condition of the CCID's additional \$450K is not only that, but it has to be completed and open full-time by August 31, 2017. If it is not completed the CCID would get its \$450K back. Mr. Rainey suggested the CCID go ahead and release the funds and then have a discussion if it is not fully complete by August 31, 2017. As far as the CCID payments are concerned, upon the CCID signing the CFA \$450K is due within 30 days and then \$2.5M is due by December 31, 2018 and \$2.5M is due by December 31, 2019. Mr. Shern made a motion to approve the CFA as stated above and then release \$450K to the County. Mr. Voyles seconded the motion. This payment schedule is in the CCID's financials. The bridge is a public bridge owned by the County. The number one priority for doing this is safety for pedestrians. After Board discussion, the motion was unanimously approved.

F. Key Updates

1. Hardscape Enhancements & Maintenance Update: Ms. Rivers stated that CCID staff is in the process of inventorying the various hardscape treatments that are out in the district. This is an intensive research effort for the CCID. Staff is looking at age and condition. There will be more information given at the May

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Board meeting. Ms. Rivers anticipates that there will be a hardscape Board work session after the May Board meeting. Ms. Rivers commended Mrs. Clark for taking the lead on this project. Chairman Leithead briefed Cobb Commission Chairman Boyce by stating over the last 10 years the CCID has paid to install hardscape improvements across the district which are in need of maintenance. The CCID's position has been we were paying to install it and the County should maintain it. Commissioner Ott's opinion was whether to agree to maintain it or rip it out and put in a County standard. At the last meeting, Commissioner Ott asked the CCID to look into an official CCID position on what the CCID was willing to spend, and how that partnership would look going forward. The CCID has the opportunity to install additional improvements which will need to be maintained. CCID staff was then asked to do an in depth analysis of the cost and logistics. Chairman Leithead went on to state he would like to have a quorum at the work session so action could be taken and then get back to the County on what the CCID would like to propose. Board member Voyles stated the partnership needs to recognize the CCID is now contributing more and it needs to be a true partnership with the County. By going back to the County standard, it will hurt the tax base that has been created. It is smart to do an assessment and establish a long term maintenance program. Chairman Leithead stated maintenance is difficult for the CCID because it has a series of 6 year sunsets. The CCID cannot agree to a long term maintenance agreement because the CCID could potentially go away. Commissioner Ott stated that a long term maintenance agreement is difficult to explain to the other commissioners and the rest of the County as to why it costs more to maintain improvements in the Cumberland area. Cobb Commission Chairman Boyce went on to state that over time the County has sunk all of its DOT money into SPLOST projects. Other commissioners are asking for funding in different parts of the County. Board member Voyles suggested that the CCID may need to present to the Board of Commissioners the benefits of the CCID. Chairman Leithead summed up the conversation by stating there is not clear solution except there should be a partnership sustainable from both sides. The CCID will be bringing a proposal to the County for consideration. Board members agreed the CCID must establish priorities. Boyce agreed a solution will be found and we are working towards the same goal.

NW Managed Lanes Update Presentation: Darryl VanMeter, P3 Division Director with GDOT, gave updates on the Major Mobility Investment Program (MMIP) and Georgia Express Lanes. The passage of the state Transportation Funding Act of 2015, or TFA, added approximately \$1B a year to address the state's transportation needs. A major part of the promise to Georgia taxpayers was to commit \$11B to get 11 new major projects into construction by 2026. The MMIP projects are located in the vicinity of metro Atlanta, Savannah, and Macon. The MMIP includes: 3 major interchange projects, 4 major express lanes projects, 3 major highway widening projects, and the proposed I-75 commercial vehicle lanes project. Mr. VanMeter presented illustrations of current and upcoming major projects which included Express Lanes projects on I-85 which opened in 2011 and I-75 which opened earlier this year, Northwest Corridor and I-85 Express Lanes extension projects which are now in construction, and the I-285/400 interchange scheduled to open in 2020. This is a large program and GDOT is working to deliver the projects on an accelerated schedule. The challenge is to have all 11 projects in construction by 2026. Mr. VanMeter went on to update Board members on the Georgia Express Lanes Program. Four of the MMIP are Express Lanes projects. These four projects will build on the existing I-85 and I-75 South Metro Express Lanes which are now in operation, as well as the 30-mile Northwest Corridor Express Lanes project and I-85 Express Lanes extension that are now in construction. GDOT's state transportation plans include a vision of a network of optional Express Lanes to allow people to bypass traffic congestion when they need to, using dynamic or variable priced tolling.

- I-75 Northwest Corridor Express Lanes - the most significant Express Lanes project is under construction and is now 75% complete. The project is the largest in the state at 30 miles and more than \$830M. Vehicles will be able to access the lanes from: six interchanges along I-75, and three slip ramps

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along I-575 that will allow motorists to enter or exit the Express Lanes from the general purpose lanes on I-575 and I-75. It is now slated to open in late summer of 2018. With the I-85 bridge collapse, GDOT altered some of its construction activities on Northwest Corridor to avoid undue impacts to motorists, given the higher-than-normal traffic volumes. That may have a slight effect on the overall schedule for the project and are working to assess that impact now.

- I-285/SR 400 Interchange Project - this will help reduce traffic congestion and enhance safety in one of the busiest interchanges in Metro Atlanta.
- Revive 285 Top End project - this is one of the largest Express Lanes projects in the state and the nation. The project will add two new barrier separated Express Lanes in both directions on the outside of the existing general purpose lanes. It's part of a larger network of Express Lanes from I-20 on the East to I-20 on the West. It's currently in the environmental phase and funding has now been identified for construction. GDOT plans to complete the environmental review and preliminary engineering by 2021. Then start final design, with construction underway around 2024. Construction should take about five years and overlap with construction of the I-285 West Wall Express Lanes.

Chairman Leithead and Ms. Rivers thanked Mr. VanMeter for his presentation and it has been terrific working with GDOT.

G. Operations

1. Capital Improvements Update: Kyethea Clark, Director of Operations, gave updates on: US 41 Cobb Parkway Enhancement, Cumberland Boulevard Bridgescape, I-285 Pedestrian Bridge, Interstate North Parkway Ped Improvements, Bob Callan Trunk Trail Ph. II Segment A, and Windy Ridge Bridge.
2. Plans & Studies Update
 - a. Blueprint Cumberland 3.0 Update: Ms. Clark stated Blueprint Cumberland 3.0 is moving forward. The consultant will be contacting Board members to schedule interviews to get their input and discuss information that has been collected thus far.
 - b. Paces Mill Palisades CNR Facility Rehab project: Ms. Clark stated bids closed on April 12 and 10 proposals were received. The selection committee will review the bids and Ms. Clark will have more information next month.
 - c. Bike Share Feasibility Study: Ms. Clark stated last month the CCID was awarded a grant from ARC for the Bike Share Feasibility Study. CCID staff is finalizing the administrative work and will be releasing an RFP/RFQ in May. Board members asked when the bike lanes would be operational. Ms. Clark stated it would possibly be at least a year before bikes would be on the ground. Board members would like the scope to be narrowed and look at other consultants that have created this program recently in other areas. Chairman Leithead stated there is a huge appetite for this and a lot of examples of people who have done it. Chairman Leithead understands that the CCID must comply with ARC, but the CCID must have a plan to do it then decide on funding. It would have an impact on traffic. The Board would like to accelerate this process.
 - d. Landscape Maintenance: Ms. Clark reported on Russell Landscape's work.

H. Communications & Outreach Activities: Noelle Lloyd, Communications & Outreach Manager, reported on current outreach activities:

- Ribbon Cuttings
 - Thanked staff and board for their support at the ribbon cutting yesterday.
 - The Windy Hill ribbon cutting will be on June 13th with Lt. Gov. Cagle and the location is to be determined.

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- Messaging
 - The CCID has been active with its messaging to stakeholders and the business community, especially leading up to the Braves opening as well as the I-85 Bridge collapse. This has been done through digital media, print media, press releases, and social media.
- Digital Media Strategy/Campaign
 - Over the last month CCID launched its 2017 digital media strategy. Especially with the opening of the Braves, it was important to put out “Good News” messages.
 - In addition to traditional print media, CCID staff have begun digital communication to include videos, website, and a targeted media buy with Comcast.
 - The buy included a 30 second video that ran 3-weeks in Cobb between March 21st and April 18th.
 - It also included banners that ran on the internet for the same period of time.
 - Total cost \$5,500
 - 581 T.V. impressions and 100,000 internet impressions
- CCID staff also produced a 3 minute CCID video highlighting the positive successes of the CCID and its efforts as well as highlighting Cumberland as a community to live, work, and entertain. Digital media is a new tool for the CCID, it is an effective way to reach our audience and position the CCID as a positive partner in the community.
- Coffee and Construction-working on dates and a location. Will have more information at the next Board meeting.

Chairman Leithead stated the Board would like to adjust the direction of the mass media campaign with regard to cost and strategy. Chairman Leithead asked Ms. Lloyd to get input from Board members individually on their thoughts on the media campaign strategy. He went on to compliment Ms. Lloyd on yesterday’s ribbon cutting and that was the best media coverage the CCID could receive. For the CCID to promote itself is contrary to the CCID’s long held strategy of being a stealth organization and trying to give credit to others as opposed to taking credit for ourselves. Board members would like to have more input on the strategy and cost moving forward. Board member Engel stated over time the strategy has changed, but agrees with Chairman Leithead and would prefer events like yesterday versus media campaigns. Chairman Leithead stated the Board needs to establish policies for staff to follow in terms of spending and strategy, so Board members can understand what they are trying to accomplish. Board member Voyles discussed the education component and ways to promote Cumberland. This education may need to be done through the Cobb Chamber or Cobb’s Competitive EDGE. Chairman Leithead will initiate these conversations moving forward and will involve Board members.

OTHER BUSINESS

Mr. Rainey reminded Board members that at the next Board meeting on May 25 there will be an election for Post 1 (Connie Engel), Post 2 (Tad Leithead), Post 4 (Bob Voyles) and Post 5 (Mike Plant) for new 3 year terms. It has begun advertising in the Marietta Daily Journal.

Ron Sifen asked for an update on the Vinings trail. Chairman Leithead stated the CCID intends to apply for an ARC grant to scope a potential trail project. It is not the CCID’s intent to force anything on anybody. The CCID has asked for the position of the Vinings community. As Chairman Leithead sees it now, the Vinings community is not unanimous. Board member Zimmerman stated no decision has been made other than to agree to local matching funds to try to get funding from the ARC so the CCID could study. This should provide more clarity

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to the CCID and Vinings community on the options for a trail before any decision is made to whether or not to construct.

The next regular board meeting is scheduled for the same location on May 25, 2017 at 7:30 a.m. There being no further business, the meeting was adjourned at 9:08 a.m.

Approved by the Board this _____ day of

_____, 2017

_____ Secretary