

**MEETING MINUTES
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT
Thursday, June 29, 2017**

MEMBERS PRESENT

Tad Leithead
John Shern
Connie Engel
Barry Teague
Mason Zimmerman

EXECUTIVE DIRECTOR

Malaika Rivers

LEGAL COUNSEL

Lynn Rainey

COBB CHAMBER OF COMMERCE

Melissa Crook
Bryan Bebout
Brooks Mathis
Noelle Lloyd
Roxanne Plummer
Mike Winters

COBB COUNTY

Chairman Mike Boyce
Commissioner Bob Ott
Jim Wilgus
Erica Parish
Michael Hughes
Jason Gaines

JACOBS

Vinay Uchil
Alex Chung

OTHERS PRESENT

Holly Quinlan, Cobb Travel & Tourism
Lindsey Burruss, Cobb Travel & Tourism
Eric Bosman, Kimley-Horn
Peter Hortman, Pond & Co.
Mark Edwards, Pond & Co.
Taylor Morison, Council for Quality Growth
Christian Taylor, Cushman & Wakefield
Claire Bartlett, US Rep Barry Loudermilk
Monica Flocken, Childress Klein
Heidi Dasinger, Marietta Power
Matt McDow, ARCADIS
Ron Sifen, Vinings

The June meeting of the Cumberland Community Improvement District Board was called to order at 7:30 a.m. on Thursday, June 29, 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. Zimmerman made a motion to approve the May 25, 2017 Minutes of the CID Board. Mr. Shern 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 May Financial Report (Exhibit A) and 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 stated this is an exciting time for the CCID. Over the last couple of months, there have been two ribbon cuttings – Cobb Parkway Corridor and Windy Hill. The speakers were very complimentary of the CCID.

Since the Board met last, the CCID has received an additional \$1.5M in GTIB funding for the Akers Mill Ramp project from the State Infrastructure Bank. It is unprecedented, to Chairman Leithead's knowledge, no project

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has ever received two funding grants in two years (one year ago the CCID was awarded \$2M and this year another \$1.5M). This speaks to the support the CCID has at the state level, including from SRTA and GRTA which reflects the extraordinary relationship the CCID staff has been able to develop with all partners, but particularly GTIB. Chairman Leithead congratulated Ms. Rivers on the great accomplishment. The momentum is such that this ramp will now get built. Chairman Leithead thanked the County for the \$15M commitment and for the great partnership. Ms. Rivers added there is an additional application pending through ARC for federal funds. The project continues through design and by the end of the summer the cost estimates will be more refined.

- A. Propose 2017 Millage Rate: Lynn Rainey, Legal Counsel, discussed the proposed 2017 millage rate. Mr. Rainey will meet this afternoon with the Tax Commissioner's office along with representatives of all the other cities and school boards to receive the package showing the computation of assessed values. Mr. Rainey discussed with Board members the draft of the legal ad that would be placed between now and July 27 in the Marietta Daily Journal showing what the five year history has been of the district as far as assessed values, amount of taxes levied and percentage and dollar change from year to year. This ad will be a 30 square inch ad that will not be in the legal section, but in the regular section for the public to review and give input to the CCID Board before it sets the millage rate for 2017. The Board will vote on its millage rate at the July 27 Board meeting. Board members discussed advertising a proposed 5 mills, but the Board would like to discuss the 2018 rate at a future meeting. The Board asked Mr. Rainey to advertise at 5 mills and get the information from the Tax Assessors office and then hold the vote in July.

EXECUTIVE DIRECTOR'S REPORT

- A. Real Estate Activity
1. Development Pipeline: Ms. Rivers reviewed the Cumberland commercial and residential square footage, residential market and growth collaterals. The CCID has just under 3800 parcels and the CCID is about 6.5 square miles. The total value of the real estate including commercial, residential and tax exempt is \$6.1B. Of the commercial, which is taxable to the CCID, makes up 29% of the land, but 54% of the entire digest. The commercial and residential make up just over half of the amount of land which means more than 45% of the CCID's land is tax exempt.
- B. Tax Digest & Revenue Projections: Ms. Rivers reported last year, the CCID's digest was at \$5B with residential and commercial combined and this year the CCID's digest is at \$5.4B (which does not include exempt properties referenced above.) The CCID will continue to use the numbers that were generated internally in order to do projections for revenue collections. It does differ a little from the County's projections. The CCID is on track to collect approximately \$6.4M this year.
- C. Cash Flow Model: Ms. Rivers reviewed the Baseline Cash Flow Model. This is based on the financials that have been approved to date. There have not been any major changes since last month. CCID staff is watching this and continuing to refine the numbers each month. The dollars will be managed accordingly. Moving forward Ms. Rivers will start to show any projected savings on the CID Open Projects spreadsheet.
- D. CID Open Projects & Other Agency Open Projects: Ms. Rivers reviewed the CCID's Open Work Program. The CCID has about \$238M worth of projects that are either under construction or in process, \$150M in outside commitments \$50M being committed by the CCID and a \$37M funding gap. The projected price of the Akers Mill Project has not been updated on the spreadsheet, but Ms. Rivers anticipates an updated

number will be given in late summer. Ms. Rivers reviewed the Cobb County & Other Agency Projects Work Program with \$1B worth of improvements.

E. Required Action/Requests

1. 2017 EDGE Request (\$60,000):

Brooks Mathis, Executive Director of Economic Development for the Cobb Chamber, thanked the CCID for its previous investment to EDGE.

Mr. Mathis gave Board members a brief snapshot of EDGE & Cumberland:

- Jobs (since launching in 2012) YTD: 7,104+ new/retained jobs in Cumberland alone.
- New Private Investment: (since launching in 2012) YTD: \$804.3M in Cumberland alone.
- Properties Submitted in Cumberland: 360+ submittals.
- EDGE 1.0 Strategy Report Card: Projects Located: 123 wins, New & Retained Jobs: 23,100+, New Private Investment: \$2.5+B.
- Accomplished EDGE 1.0 Initiative: IgniteHQ, SelectCobb, Dobbins & Lockheed, new BRE Program, Redevelopment efforts yielding \$139M and 3,900 new jobs, Cobb Workforce Partnership: nearly 30% increase in millennials, Perception Change & Partner Grade: 94% of ED partners reported a positive change in Cobb's perception & 92% grade our EDGE program as an "A".

Chairman Leithead questioned what the economic growth numbers would look like if EDGE would not have been implemented. Mr. Mathis stated that in November staff will begin working with GA Tech to produce an economic impact study. This will be a collaborative effort. With the CCID's support, EDGE has been able to accomplish many goals. EDGE 2.0 will be starting January 2018.

After Board discussion, Chairman Leithead made a motion to approve \$60K to EDGE out the "New Initiatives" account (not a new commitment). Mr. Zimmerman seconded the motion which was unanimously approved.

F. Key Updates

1. Short Term Action Plan: Ms. Rivers stated she had sent Board members an email a few weeks ago indicating that, at the request of a couple of board members, would be identifying some items that the CCID could take up in the near term. Ms. Rivers is coordinating these thoughts with the Blueprint Cumberland 3.0 effort. Ms. Rivers will provide Board members, prior to the July Board meeting, with short term action items. Then in August, the Board will see the final draft of the Blueprint Cumberland 3.0 strategy.
2. Bridgescape Lighting and Signage Update: Ms. Rivers stated that at last month's Board meeting the Board discussed the lighting and signage for the bridge. Mark Edwards, Pond & Company, presented Board members with the results of the sightline study from 400-1000ft. Pond & Company recommended the sign size be 4.5ft tall and 24ft wide, modifying the text sizes for the wording and the placement of the sign. Ms. Rivers added that there would be cost impacts and asked if the Board wanted to move in this direction and absorb that cost. There is a cost saving in the project because the CCID did not move forward with painting of the structure. The saving projection is approximately \$210K. There is not a specific price on the sign, but would include design, fabrication and installation which could possibly be north of the savings amount. Board members and the County responded that they would rather see the money go towards the lights than the sign. The lights would make a larger impact than the sign. Jim Wilgus, Cobb DOT Director stated the price for the up lights (not LED) on the bridge would be approximately \$325K and still utilizing the same

contractor on site as the bridgescape. The lighting on this bridge and the Windy Hill bridge would be similar if not identical. Board member Engel asked about the operating and maintenance of the lighting. Ms. Rivers stated that although the bridgescape does have a CFA, it does not include lighting. Lighting in the past is governed by the CCID's lighting district, however at this point it is unclear as to the up-lighting. Board member Shern would like a clarification on the lighting maintenance before proceeding. Mr. Rainey will review the lighting district documents. The consensus of the Board is to further explore the lights and stop exploration of the sign.

3. Bikeshare Update: Ms. Rivers stated there has been discussion over the past few months about the CCID's best approach to getting bikesharing in this community. The original approach was to work through ARC's LCI program through which the CCID was able to get some federal funds to do a bikeshare plan. At the request of the Board, the objective is now to expedite the process. The CCID has bowed out of the LCI program with ARC in order to advance the project as quickly as possible. To that end, CCID staff has communicated with Zagster. Zagster offers a turn-key operation and is used in several different communities. A bikeshare program could be running in a matter of weeks, but that depends on the financial commitment necessary to get it up and running along with identifying station locations. It is about \$9K to install a station. A station would include 5 bikes and 10 parking spaces and 1 sign that identify it as a Zagster effort and the local community sponsor. The minimum commitment requires two stations and the contract period is for a one year term. The minimum for the CCID to get started would be \$18K. The CCID has an opportunity to have a robust program and Zagster's recommendation is for 5 stations. Given the expedited nature of the effort, it would be preferable to put these stations on private land provided the bikes were available to the public. Board member Teague would like to work with the CCID to find a possible location on his property. Chairman Leithead stated he would like to see the CCID make a three year commitment for 5 stations (\$45K per year) and work with Board members to see if the program makes sense. Board members discussed proposing to property owners to fund installation of the stations whether it is the full \$9K, half or whatever the proposal states. Board members are eager to get this going. Ms. Rivers asked the Board for specific direction. Board member Zimmerman stated if there is a location for 5 then the CCID should commit the money for 5, find the locations, and in the process talk to property owners about offsetting the cost of this project. Mr. Zimmerman made a motion to approve an amount not to exceed \$45K for the CCID to commit the resources for the initial 5 stations to engage Zagster to help the CCID determine the locations, and to seek private funding to reduce our commitment. Mr. Shern seconded the motion which was unanimously approved.
4. Hardscape Enhancement Discussion: Ms. Rivers stated there was a Board work session last month to discuss the investment the CCID has put into the community relative to decorative treatments, including crosswalks, benches, etc. The question is - many are deteriorating and what to do about existing need for replacement and repair. The question then becomes how will the CCID move forward with maintenance for the ones that will be aging-out as well as additional projects moving forward. Board members have had 30 days to review the in-depth information that was handed out at last month's meeting. Chairman Leithead stated Mr. Rainey has been involved in conversations with the County with regard one particular CFA that would address some of these issues. This will create a vehicle for the Board to focus on and may allow a model to be set for the Board to move forward. Mr. Rainey will distribute this CFA to the Board once he does an analysis. One aspect is what types of improvements the CCID will be willing to install if the CCID is

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responsible for ongoing maintenance i.e. stamped concrete. Chairman Leithead stated that more conversations will be needed with Board members and the County before a decision is made. Board members will continue to review the documents and Mr. Rainey will distribute the CFA to Board members when the analysis is complete calling their attention to areas of importance.

G. Operations

1. **Capital Improvements Update:** Vinay Uchil, Jacobs reported for Kyethea Clark, Director of Operations. Mr. Uchil gave updates on: Akers Mill Ramp, Palisades/Paces Mill NRA Unit Rehabilitation, US 41 Cobb Parkway Enhancement, and Bob Callan Trunk Trail Ph. II Segment A.

H. **Communications & Outreach Activities:** Noelle Lloyd, Communications & Outreach Manager, reported Board members will be receiving a one minute highlight video reel from the Windy Hill Ribbon Cutting. The video reel will also be posted on social media outlets.

Ms. Lloyd went on to give updates on upcoming activities:

- a. The next Coffee and Construction will be in August or September.
- b. A new trail map will be available soon.
- c. A new 2 minute trail video has been created and will be sent to Board members.
- d. Next month, Ms. Lloyd will present the updated analytics on the CCID's website traffic and social media growth.

COBB COUNTY ISSUES & UPDATES

Jim Wilgus stated the County continues to finish up the bridges in the area and the Interstate North project.

OTHER BUSINESS

The next regular board meeting is scheduled for the same location on July 27, 2017 at 7:30 a.m. There being no further business, the meeting was adjourned at 8:55 a.m.

Approved by the Board this _____ day of

_____, 2017

_____ Secretary