

**DRAFT MEETING MINUTES
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT
Thursday, July 25, 2019**

MEMBERS PRESENT

John Shern
Stephen Barnhouse
Connie Engel
Barry Teague
Bob Voyles
Mason Zimmerman

LEGAL COUNSEL

Lynn Rainey

CUMBERLAND CID

Kim Menefee
Rasha Al Rawi
Kyethea Clark
Lisa Sanders

COBB CHAMBER OF COMMERCE

Melissa Crook
Sharon Mason
Slade Gullede
Dana Johnson
Mike Winters

JACOBS

Alex Chung
Derrick Vincent

COBB COUNTY

Michael Francis
Karyn Matthews
Drew Raessler

OTHERS PRESENT

Monica Flocken, Childress Klein
Luci Morgan, Town Center CID
Alisha Smith, Town Center CID
Brad Hale, Moreland Altobelli
Diana Mitchen, Kimley-Horn
Peter Hortman, Thompson Engineering
Vance Smith, Pond & Co.
Cody Zanni, Kimley-Horn
Nicoe Alexander, TY Lin
Geoff Koski, Bleakley Advisory Group
Brandon Beach, State Senate
Patti Rice, Powers Ferry Corridor Alliance
Ron Sifen, Vinings HOA
John Gargis, MDJ

The July meeting of the Cumberland Community Improvement District Board was called to order at 7:33 a.m. on Thursday, July 25, 2019 at the Cobb Chamber of Commerce, 240 Interstate North Parkway, Atlanta, Cobb County, Georgia, pursuant to legal notice. A quorum was present.

Chairman John Shern welcomed special guests.

ITEMS FOR APPROVAL

1. Minutes: Mr. Voyles made a motion to approve June 27, 2019, Regular Session Minutes of the CID Board. Mr. Zimmerman 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 June Financial Reports (Exhibit A). Ms. Engel seconded the motion which was unanimously approved. Mr. Teague made a motion to approve the invoices and cash disbursements (Exhibit B). Ms. Engel seconded the motion which was unanimously approved.
3. Cash Flow Projections: Mike Winters, CID Controller, stated the cash flow projection was revised to illustrate the differences between the current rate of five mills compared to four and

three mills. Revenue projections through the 2024 term are reflected at \$38M if tax millage rate remains five mills with a reduction of \$6.3M for four mills, and \$12.5M for three mills. At present, cash projections are well in the black; therefore, there will be no need to access the line of credit

TAX MILLAGE RATE VOTE

Lynn Rainey, Legal Counsel, reported the Board gave the directive at last month's meeting to advertise a proposed five mill rate with the five-year tax millage history. The projection, based upon the current assessed value is flat for 2019, which according to the Tax Assessor's office is based upon appeals. However, 2020 will be a big year for reassessments. Board member Voyles stated the CCID needs to do some additional analysis and studies for future projected costs that cannot be determined now. The transit component is critical for the County and CCID to continue to be at the forefront. Mr. Voyles made a motion to approve the official millage rate for the current year at five mills. Mr. Zimmerman seconded the motion which was unanimously approved.

CHAIRMAN'S REMARKS & UPDATES

- A. Cumberland Enhancement Standards: Chairman Shern stated a desire of some CCID Board members to consider extending the streetscape standards throughout the CCID. Up until now, the Board had agreed to concentrate on the cores. Chairman Shern asked Mrs. Menefee to provide a costs analysis for extending these enhancements in phases by geographical areas. Board member Engel discussed the roles and responsibilities if/when the CCID broadens the areas as it relates to maintenance efforts. Board member Teague presented six proposed improvements requiring a long-term commitment of the CCID: 1) installation of black mast arms, 2) expand streetlights, 3) repair crosswalks, 4) clean up the crib wall along Cumberland Blvd. 5) illuminate street signs, and 6) improve transit stops. Board members were in favor of staff outlining a plan with options to consider.
- B. Akers Mill INFRA Grant: Chairman Shern announced Cobb County had been awarded \$5M for the completion of the Akers Mill Ramp by the U.S. Department of Transportation and congratulated the team effort.
- C. CCID's Bank account: Chairman Shern stated Synovus Bank notified the CCID that several forged CCID checks were presented for payment. Mr. Winters worked closely with the bank to recover our losses, and a police report was filed. A program has been implemented by Synovus Bank called Positive Pay to prevent this from reoccurring.

Chairman Shern welcomed Senator Brandon Beach. Senator Beach briefed Board members on freight traffic across Georgia and ways the State of Georgia may try to address it. He invited Board members to attend a meeting featuring GDOT Commissioner Russell McMurry. Mr. McMurry will be speaking on the status of freight and logistics in the state. The first meeting will be at 10

a.m. on August 14th at the Georgia Department of Transportation in Atlanta. Mr. Beach stated the State of Georgia appreciates the CCID and all it does for transportation.

EXECUTIVE DIRECTOR REMARKS & UPDATES

Mrs. Menefee provided the following updates:

- A. Akers Mill INFRA Grant Funding (\$90,000 request): Mrs. Menefee thanked the CCID Board and all of its partners at the local, state and federal level for closing the \$5M funding gap. When the INFRA grant was submitted through Cobb County, the grant ask was for \$5,090,000. Cobb County was approved for \$5M and there is a funding gap of \$90K. Mrs. Engel made a motion to approve the \$90K shortfall for the completion of the Akers Mill Ramp. Mr. Zimmerman seconded the motion which was unanimously approved. Construction on the ramp is expected to start in 2021 and be completed in 2023.
- B. Bleakly Advisory Group – Economic Impact Analysis Update (\$33,750 request): Ms. Menefee stated the need for current economic data about the district which has not been updated since 2017. Bleakly Advisory Group submitted a proposal to conduct a baseline analysis to measure the CCID’s economic benefit as well as determining its fiscal impact and growth forecast. Bleakly will provide the key findings which will enable the CCID to illustrate the importance and value of the work being done in the district. The report will also communicate the value of the CCID when submitting grant applications. The cost of the report will be \$33,750 and take approximately 14-weeks to complete. Geoff Koski, President of Bleakly Advisory Group, was present and further explained their process. Mrs. Engel made a motion to approve \$33,750 to the Bleakly Advisory Group to complete an Economic Impact Analysis Update. Mr. Voyles seconded the motion which was unanimously approved.
- C. Staffing Recommendations
 1. Communication and Outreach Manager: Mrs. Menefee requested a budget increase for personnel to create and fill a Communications and Outreach position for the CCID. This individual would have responsibility for developing the CCID’s strategic communications, public relations, and outreach, as well as all other events and items that align with the mission of the CCID. Specific responsibilities include developing communication tools, digital marketing, being able to assist with the CCID’s website as well as email marketing. This position has been in place in the past, but there is a void, and Mrs. Menefee request to fill it. The individual would need five-plus years of experience. Mrs. Menefee requested a commitment not to exceed \$70,000 for the position. Chairman Shern made a motion to approve the hiring of a Communications and Outreach Manager for the CCID. Mr. Voyles seconded the motion which was unanimously approved.

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2. GIS Consultant: Mrs. Menefee requested the CCID to engage Sara Mayberry as a consultant. Ms. Mayberry is GIS certified and will create a variety of mapping (i.e., investment and sales maps) and data sources as well as train staff to use the program. Ms. Mayberry would be retained for six months initially and a total rate of \$45K for services. The GIS software would need to be purchased for a cost not to exceed \$3K. Ms. Menefee will re-evaluate the need to extend the contract at the end of the six months. Mrs. Engel made a motion to approve an independent contractor agreement with Sara Mayberry as a GIS consultant for the CCID for \$45K for six months and not to exceed \$3K to purchase the GIS software. Mr. Voyles seconded the motion which was unanimously approved.
- D. Bob Callan Trail Ribbon-Cutting Invitation: Mrs. Menefee reminded everyone of the Bob Callan Trail ribbon-cutting following today's Board meeting.

DIRECTOR OF OPERATIONS UPDATE

A. Operations/Requests

1. Brightview-Interchange Scope Expansion (\$33,785 request): Ms. Clark stated the request is a scope expansion from Akers Mill Road and continuing to Cumberland Blvd. A field ride-around was conducted, and it was determined that the original scope of work needed to be expanded to include to Cumberland Blvd. There would be no installation, just clean-up. Brightview's fee to expand the scope of work is \$33,785. Mr. Voyles made a motion to approve an additional \$33,785 to Brightview for the I-75/I-285 vegetative clean-up and removal. Mrs. Engel seconded the motion and the motion was unanimously approved.
2. Stillhouse Trails Feasibility & Constructability Study (\$48,500 request): Ms. Clark stated the Vinings Homeowners Association (VHA) has had a long-time interest in this particular project. In 2014, there was a conceptual study for Stillhouse that was completed by Kimley-Horn. Recently, VHA had reached out, and Board member Voyles facilitated a few meetings where VHA continues to express interest in the CCID's support and development of Stillhouse Trails. It was determined in discussions that an additional study and analysis of the topography and detailed alignment need to be examined. Kimley-Horn would continue to look at the feasibility and constructability of the different trail alignments within this particular area, as well as a survey for \$48,500. There are two components to this request, and one is not to exceed \$20K for survey and the other is \$28.5K for looking at the feasibility and constructability. This will connect Stillhouse Road to Cumberland Center. The cost of the survey is \$20K, and there is a hold on that until all parties can figure out whether there's a viable option. The request today is for \$28.5K. The study will take between 4-6 months to complete. Mr. Voyles made a motion to approve Kimley-Horn to complete the study in the amount of \$28.5K. Mr. Teague seconded the motion which was unanimously approved.

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3. I-285 Transit Feasibility Study Phase 2 – (\$15,000 request): Ms. Clark reported that last month Eric Bosman, Kimley-Horn, presented the Phase I study to the Board. It was determined that the most feasible alternative is the operation of the rubber wheel vehicle within the I-285 Express Lanes versus a rail-based vehicle. The CCID committed \$15K for the Phase I study along with the five cities across the top end and the Perimeter CID. For Phase 2, five cities and 3 CID's are coming together to conduct a pre-project development technical analysis which will include the preliminary service, plan, capital improvement list, travel time analysis, ridership forecast and refined capital and operations and maintenance cost estimates. This will allow digging deeper into how to operate an integrated transit rubber wheel system onto the I-285 Express Lanes. This study would also address the station locations/platforms based on the access points. Mr. Teague made a motion to approve \$15K for Kimley-Horn to conduct the I-285 Transit Feasibility Study Phase 2. Mr. Voyles seconded the motion which was unanimously approved.

4. Capital Improvements Updates: Ms. Clark gave updates on the Cumberland Blvd West Intersection Improvement & Phase III Streetscape, Riverwood Parkway Streetscape, SCATS Traffic Study, Bob Callan Trunk Trail Phase II Segment A & B and Terrell Mill Connector.

Ms. Clark shared with Board members pictures of the mini beautification signs at Palisades Park.

The 2019 pine straw install across the district is taking place.

COBB COUNTY ISSUES & UPDATES

Drew Raessler, Cobb DOT Deputy Director, updated the Board on the Windy Hill/Terrell Mill Connector.

The ATL Authority has asked for an initial list of projects from the various municipalities in the region. The ATL Authority Board approved an initial list for this year and those will be submitted by the end of this month. There will be a subsequent call for projects in the first few years annually as that organization gets set up. CCID Board members asked to see the project list. Mrs. Menefee will work with the County.

The County's Comprehensive Transportation Plan is still ongoing. The County will be looking at more public input and outreach next year.

CHAMBER UPDATES

Mrs. Mason informed the Board of the Transportation Mobility Committee's plans for a Summit on November 21st. The Summit will highlight what is being done in the county, state and the region. Mrs. Menefee will be on one of the panels featuring the CIDs.

She also shared that the Government Affairs Committee is finalizing the Federal Legislative Agenda, and transportation is a key priority. Later this year, the Committee will begin working on the State Legislative Agenda.

Next month, a group of 30 plus business leaders along with Ms. Menefee will be headed to Toronto to study and bring back best practices as a combination of the Chamber's 8th Strategic Visit Trip with the Chamber's first international trade mission to develop some more strategic alliances.

Ms. Mason concluded with sharing Economic Development, under Dana Johnson's leadership, has attracted a diverse range of industries resulting in over 2,000 new jobs this year and 30,000 high-quality jobs since the inception of SelectCobb.

OTHER BUSINESS

Chairman Shern stated the CCID Board meetings for the balance of the year may be changing, but the Board will be updated if any changes are made.

The next regular Board meeting is scheduled for August 29, 2019, at 7:30 a.m. at the Cobb Chamber of Commerce, Pilcher Board Room. There being no further business, the meeting was adjourned at 8:44 a.m.

Approved by the Board this _____ day of

_____, 2019

_____ Secretary