

MEETING MINUTES
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT
Thursday, September 28, 2017

MEMBERS PRESENT

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

EXECUTIVE DIRECTOR

Malaika Rivers

LEGAL COUNSEL

Lynn Rainey

COBB CHAMBER OF COMMERCE

Melissa Crook
Kyethea Clark
Noelle Lloyd
Roxanne Plummer
Mike Winters

COBB COUNTY

Jim Wilgus
Erica Parish

JACOBS

Alex Chung

OTHERS PRESENT

Buddy Gratton, Moreland Altobelli
Jay Ashtiani, United Consulting
Vance Smith, Pond
Lindsey Burruss, Cobb Travel & Tourism
Monica Flocken, Childress Klein
Chad Koenig, Cushman & Wakefield
Dan Dobry, Croy Engineering
Eric Bosman, Kimley-Horn
Cody Zanni, Kimley-Horn
Diana Mitchen, Kimley-Horn
Heidi Dasinger, Marietta Power
Ron Sifen, Vinings
Jon Gargis, MDJ

The September meeting of the Cumberland Community Improvement District Board was called to order at 7:33 a.m. on Thursday, September 28, 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. Shern made a motion to approve the August 31, 2017 Minutes of the CID Board. Mr. Voyles 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 August 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 (Exhibit B). Ms. Engel seconded the motion which was unanimously approved.

EXECUTIVE DIRECTOR'S REPORT

A. Real Estate Activity

1. Investment & Sales Activity: Ms. Rivers reviewed the Investment & Sales activity collateral. Through September 15, 2017 the total value of permits in the CCID is \$117.9M. This makes up 37% of Cobb County's total commercial permit value of \$461,825,896M. CCID is less than 2% of Cobb County's total land area yet over 1/3 of their total commercial permit value. In 2016, \$626M in commercial properties sold in the CCID area. The average sales price was 148% above Tax Assessor value. Since 2013, \$2.5B in commercial properties have sold in the CCID. In 2017, the average sales price has been 84% above Tax Assessor value.

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- B. Tax Digest & Revenue Projections: Ms. Rivers reported the month of October is when majority of the CCID's tax collections will come in. The CCID's revenue collections have not changed from where the CCID has been projecting which is \$6.4M.
- C. Cash Flow Model: Ms. Rivers reviewed the Baseline Cash Flow Model. This is based on the financials that have been approved to date. Ms. Rivers has been reporting over the past few months, that the CCID has projected to be in the "red" in 2018 in the amount \$1.5M, but now after putting a finer point on the payment schedules the number has been reduced to \$796K. The dollars will be managed accordingly and CCID staff will continue to keep a close eye on these numbers. The next deep dive and report will be given to the Board in first quarter of 2018.
- D. CID Open Projects & Cobb County & Other Agency Open Projects: Ms. Rivers reviewed the CCID's Open Work Program. The CCID has about \$232M worth of projects that are either under construction or in process, \$150M in outside commitments, \$50M of CCID commitments and a \$31M funding gap.
- E. Key Updates
Ms. Rivers gave updates on:
- The CCID has an article in the current issue of the JAMES Magazine. The article talks about the impact the CCID has had on the community for the last 30 years.
 - ARC's call for projects has pushed the announcement to October. The CCID is seeking money for Akers Mill Ramp, Stillhouse scoping work, and trail onto Akers Mill East.
 - Akers Mill Ramp – the feds have released NOFA (Notice of Funding). The CCID is looking at two pots of money – INFRA (through USDOT) and TIGER (through USDOT). Ms. Rivers reminded Board members the CCID has hired a grant writer in Washington, D.C. to help the CCID with this effort. The CCID is expecting 19 letters of support for the Akers Mill Ramp project. The deadline to receive these letters is tomorrow.
 - Ms. Rivers reported the master agreement between the CCID and Zagster has been signed. Zagster is in the process with various property owners to do their own legal framework through the licensing agreement. The CCID is anticipating a launch in November.
 - Ms. Rivers is working with an attorney on the creation of the new 501(c)3. There are some deliverables that must be done first i.e. set up the incorporation, setting up the Board of Trustees, and Bylaws. Ms. Rivers asked if there were any Board members that would like to get engaged and asked if taking the money out of the Operating budget to establish this entity to assist in fulfilling our purposes was a good fit. The purpose of the new 501(c)3 is to focus on quality of life projects and it will enable donations and tax benefits. This new entity will model the Town Center CID. Board members were in support of Ms. Rivers moving forward. Lynn Rainey, Legal Counsel, discussed having a separate Board of Directors with some crossover. Ms. Rivers asked Board member Zimmerman to give the Board a brief presentation on Town Center's 501(c)3 at a future meeting.
- F. Key Updates
1. Blueprint Cumberland 3.0 Presentation: Eric Bosman, Kimley-Horn stated it was last fall that Kimley-Horn was hired to begin the process of updating the Blueprint Cumberland Master plan. He went on to give Board members an overview of what is in the plan. Mr. Bosman started out by stating the CCID is quite expansive. There are 5 different sub-areas that make up the CCID. The area is making a transition from what was built traditionally as a suburban commercial market into a vibrant multi-faceted mixed use district. There has

also been a shift in the demographics with changing employee and resident profiles and a growing millennial population. The vision that is coming out of Blueprint Cumberland 3.0 has 5 major tenants to it: 1) create an identity for the district that fosters a greater sense of place, 2) enhance access to, and the value of, the Chattahoochee River National Recreation Area, 3) improve the transportation network to enhance mobility and safety across all modes, 4) balance and maintain an appropriate mix of land uses and 5) advocate for transit access to enhance connectivity to and from regional activity centers. Blueprint Cumberland 3.0 is intended to refine the framework. The CCID selects, designs, and constructs projects to make Cumberland a more accessible and attractive place to work and live. Blueprint Cumberland 3.0 recommends and prioritizes key projects to advance access, connectivity, and placemaking within each of the district's five subareas. The short-term project list that was discussed at last month's Board meeting follows the same framework. The short-term list (2-5 year vision) that the CCID Board is working on is parallel and tied to the longer term list (10-15 year vision) based on the same framework. Mr. Bosman went on to discuss access. Access is what the CCID has done exceptionally well over the last couple of decades by creating opportunities for people to get into the district and out of the district tied to interstate and creating the super grid of networks. There are still things to be done and the CCID is working on active projects now i.e. Akers Mill Ramp, and Windy Hill-Terrell Mill Connector. Other improvements that still need to be made to continue to foster a high level of access are Paces Ferry NB On-Ramp at I-285, I-285/I-75 on Ramp Improvements, Cobb Parkway/Windy Hill Grade Separation and Intersection improvements (which are key pinch points). The building upon piece for access is advocacy for transit which will be a need over the coming years. This market is going to need to create value to enhance its economic standpoint. At this point, it may make more sense and be easier over the next decade to relocate the Cumberland transfer station. The original thought was to tie Cumberland to Midtown and now it may be cheaper and faster to connect Cumberland to Perimeter. Blueprint Cumberland 3.0 does not recommend one station over another, BP's recommendation is that the Board is in a great position to be an advocate for enhanced transit activity regardless of what it is and where it goes to. The other piece of the plan, is relocation points for the transfer center being a multimodal station. There is not a hardline position within the plan, but for Cobb and Cumberland to be successful in the coming years, the CCID being an advocate for whatever transit service makes the most sense is a position the CCID may want to consider. Mr. Bosman moved on to discuss the connectivity piece. The connectivity piece focuses more on bicycle or an alternative to the automobile. Connectivity projects will not only facilitate walking and biking, but actively encourage it thereby linking destinations throughout Cumberland to one another, the Chattahoochee River and beyond. The key recommendation to focus on the next couple of years is a very high level bicycle pedestrian connection that builds off what is being done on Interstate North Pkwy, Akers Mill Road and Cumberland Blvd, so that a loop is created that is navigable for pedestrians and cyclists. This would connect the major attractions and destinations in the district. This sort of opportunity will start to create the sense of place and connectivity. The placemaking aspect is going from a traditional CCID portfolio into the potential creation of the 501(c)3 that was discussed earlier. There were three placemaking principles discussed: 1) placemaking principle 1 – an elevated standard of design, 2) placemaking principle 2 – an animated public realm, and 3) placemaking principle 3 – a connected network of greenspace. The last piece of the plan is: 1) to establish a design management program – hire a design consultation and technical assistance and 2) enhance outreach and communications programs – residential advisory council, special events and programming, and social media. Blueprint Cumberland 3.0 outlined over 40 projects (33 connectivity projects, 6 access projects and 2 studies) and approximately \$159M potential investment (\$52M of investment of connectivity projects and

\$107M of investment of access projects) over the next 10-15 years. The way the project list was crafted was to identify projects that would continue to help the CCID in the transition to create an urban center, to create value for constituents and investors, to connect to the Chattahoochee River and tie the 5 subareas together building off the current success the CCID is having in the core and put the CCID in a position to be a strong advocate for regional transit connectivity moving forward. The plan is in draft form and ready for the Board's review. Board members thanked Mr. Bosman for presenting. Board members agreed to review the plan and Mr. Bosman's PowerPoint presentation. At next month's Board meeting, a full market analysis and economic impact piece will be presented. Board members would like to take the time to study the plan, then discuss the plan and talk through some issues at the Retreat in January. Board members would also like to talk to the County and National Park Service about the plan. Chairman Leithead stated transit continues to be a major focus for the CCID, but to make it happen everyone in the region must be involved to make it a reality. Ms. Kyethea Clark stated a Revive 285 GDOT project meeting is being held next week. GDOT's current direction does not include transit. Chairman Leithead stated area CID's are having discussions regarding Revive 285 and the CCID needs to be involved in these discussions and now is the time. Ms. Clark will let Board members know the specifics for the meeting.

G. Operations

1. Capital Improvements Update: Kyethea Clark, Director of Operations gave updates on: Cumberland Blvd West Intersection Improvement & Ph III Streetscape, Cumberland Blvd Bridgescape, US 41 Cobb Pkwy Enhancement, and Riverwood Parkway Streetscape.

Jim Wilgus stated the County is having challenges with the paint on the Pedestrian Bridge due to the graffiti paint.

H. Communications & Outreach Activities: Noelle Lloyd, Communications & Outreach Manager, reported a successful Coffee & Construction was held last week and staff is seeing an increase in attendance. The final 2017 Coffee & Construction will be held in December.

Ms. Lloyd is working with staff to plan a community event through Zagster bikeshare launch for November. A date should be set next week.

CCID staff has kicked off its Annual Report process.

Ms. Lloyd is working on the CCID's 2018 strategic communication's plan

COBB COUNTY ISSUES & UPDATES

Jim Wilgus, Cobb DOT Director, stated the County budget did not get passed last week. It has challenges and the County Board will have a retreat in October to look at the budget again.

Cobb DOT will begin to work on the Braves 2nd season projects soon.

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OTHER BUSINESS

The next regular board meeting is scheduled for the same location on October 26, 2017 at 7:30 a.m. There being no further business, the meeting was adjourned at 8:48 a.m.

Approved by the Board this _____ day of

_____, 2017

_____ Secretary