

**MEETING MINUTES  
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT  
Thursday, April 25, 2019**

MEMBERS PRESENT

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

LEGAL COUNSEL

Lynn Rainey

CUMBERLAND CID

Rasha Al Rawi  
Kyethea Clark  
Lisa Sanders

COBB CHAMBER OF COMMERCE

Melissa Crook  
Sharon Mason  
Dana Johnson  
Mike Winters

JACOBS

Alex Chung  
Derrick Vincent

COBB COUNTY

Michael Hughes  
Karyn Matthews  
Eric Meyer

OTHERS PRESENT

Ed McBrayer, PATH  
Heidi Dasinger, Marietta Power  
Carolyn Baar, Georgia Commute Options  
Monica Flocken, Childress Klein  
Brad Hale, Moreland Altobelli  
Patti Rice, Powers Ferry Corridor Alliance  
Claire Bartlett, U.S. Rep Loudermilk  
Mark Mathews, Henssler Financial  
Holly Quinlan, Cobb Travel & Tourism  
Lindsey Burruss, Cobb Travel & Tourism  
Eric Bosman, Kimley-Horn  
Drew Ferguson, Senator Isakson's Office  
Ron Sifen, Vinings HOA

The April meeting of the Cumberland Community Improvement District Board was called to order at 7:30 a.m. on Thursday, April 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. Teague made a motion to approve the March 28, 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 March 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: Mr. Teague stated the CCID is in good shape and the line of credit may not be needed this year.

EXECUTIVE SESSION

Ms. Engel made a motion to go into Executive Session to discuss the Executive Director position.

## CCID Minutes

April 25, 2019

Page 2 of 5

Mr. Voyles seconded the motion which was unanimously approved. At the conclusion of the discussion, upon the motion of Ms. Engel, seconded by Mr. Zimmerman, the Board unanimously agreed to return to open session.

Chairman Shern announced that Kim Menefee is the sole finalist and best qualified for the position of Executive Director. The Goodwin Group conducted the search. This announcement is public knowledge and then must wait a minimum of 14 days before the CCID Board can act to finalize the process. The CCID Board will wait until the next board meeting to confirm Ms. Menefee as Executive Director, which will be on May 30<sup>th</sup>.

### DIRECTOR OF OPERATIONS UPDATE

#### A. Comments/Requests

1. Kiosk Map & Banner Update/Replacement (\$65,500): Kyethea Clark, Director of Operations, reported the last banner installation phase along various roadways took place in 2017. A recent inventory and assessment of banners throughout the CCID determined that many banners are weathered, faded, or torn and in need of replacement. Of the 585 pedestrian pole banners, 328 banners within the CCID are damaged in some form and need replacing. In 2011, the kiosk trail maps (approximately 25) were last updated and require being refreshed with an updated trail map with completed trail alignments and bike share station locations. The cost for the banners and kiosk to be updated, revised, fabricated, and installed would be in the amount of \$65,500. Ms. Clark stated this is for Phase I and will work to get this project on a maintenance schedule. After Board discussion, Mr. Zimmerman made a motion to approve \$65,500 to be spent for the purposes stated above subject to the participation from SelectCobb and Cobb Travel & Tourism at a number that is not defined. Ms. Engel seconded the motion which was unanimously approved. {Mr. Voyles was not in the meeting when this vote took place}.
2. Capital Improvements Updates: Ms. Clark gave an update on Akers Mill Ramp. Ms. Clark discussed the opportunities for grants for the Akers Mill Ramp project. Applying for FY19 BUILD would not jeopardize or negatively impact the CCID's chances with the FY19 INFRA. The INFRA grant announcement is expected in the fall and the BUILD Grant should be announced last quarter of 2019 or early 2020. Ms. Clark reminded Board members as the CCID continues to make progress and complete major milestones to get the design phase of the project approved, the project is becoming less eligible for these large USDOT grants. Ms. Clark stated the reasons below:
  - As the CCID progresses in the design phase, the CCID is spending committed dollars on getting the phase completed and approved. The not so good news is that the grant guidelines do not allow the CCID to count the dollars expended on this project. It is as though it never existed.
  - These large grants usually want nothing smaller than a \$5M project application. It ranges from \$5M and up. For example, the 400 Express Lanes were awarded \$187M over a year ago.

The good news is that costs are becoming more firm and the funding gap is shrinking. However, there are still uncertainties that need to be determined as it relates to estimated costs that staff will solidify from the design and ROW phases. It is anticipated that ARC will have a call for projects in the fall of 2019. The minimum grant amount is less than that of a \$5M USDOT grant.

## CCID Minutes

April 25, 2019

Page 3 of 5

Ms. Clark has been working with Jamie Tucker, CCID's government relations consultant from Akin Gump, to finalize a date for a meeting with Senator Perdue and other congressional representatives. USDOT Secretary Chao will be invited to this meeting as well. Sharon Mason, Cobb Chamber stated Congressman Loudermilk has a scheduled meeting with USDOT Secretary Chao within the next couple of weeks.

Ms. Clark went on to give updates on GDOT 1-75 & I-285 Interchange Clean-Up, Bob Callan Trunk Trail Ph 2 Segment A & B, Cumberland Blvd West Intersection Improvement & Ph III Streetscape, Riverwood Parkway Streetscape, SCATS Traffic Study. Ms. Clark reported on the Palisades/Paces Mill NRA Unit Rehabilitation. The CCID's total investment in conceptual design is \$125K. The joint conceptual plan between the CCID and the CRNRA will seek approval by the National Park Service DAB. Upon NSP approval then the CCID will determine next steps on how to fund it.

3. Plans & Studies Update: Ms. Clark reported CCID staff and Kimley-Horn have met with a few Board members to discuss in detail the Cumberland Core Loop project along with other projects. Eric Bosman, with Kimley Horn, will give an update at next month's meeting.

### B. Presentations

1. Cobb Travel & Tourism Report: Holly Quinlan, President & CEO of Cobb Travel & Tourism gave an overview of Super Bowl 53.
  - Every part of Cobb hosted visitors
  - More than 8,000 hotel rooms contracted through the NFL in Cobb County
  - 5,588 hotel rooms (13 hotels) in Cumberland
  - Visitors came from 1,408 other cities in 59 countries and 49 states
  - Travel demand increased by 765% across Cobb, Fulton, and DeKalb over the same weekend last year
  - Three significant events happened in the Cumberland area: Shaq's Fun House - Live! at the Battery, 19th Annual Celebrity Flag Football Challenge - SunTrust Park, and Taste of NFL at the Cobb Galleria Centre
  - Street Pole Banners -More than 200 street pole banners installed throughout Cumberland & Smyrna
  - Hospitality Suite at Cobb County International Airport. Hosted by Select Cobb, Cobb Travel & Tourism & Cobb County Development Authority
  - Cobb County Public Safety was well prepared for events and guests and had a direct connection with Super Bowl 53 Security Team. The Super Bowl is a Sear 1 rating.
2. Cobb Comprehensive Transportation Plan (CTP): Eric Meyer, Cobb County DOT, Planning Division Manager, reported the process by which the County looks at renewing the SPLOST sales tax and what the County might do in November 2022 with perhaps a brand new partial penny sales taxes for transit and roadways. Cobb County's CTP, CobbForward, is anticipated to be completed and adopted by the Cobb County Board of Commissioners by 2021. Mr. Meyer reviewed the timeline and gave an overview of the plan.

What is a Comprehensive Transportation Plan (CTP)?

- Establishes community vision for transportation

- Identifies current and future mobility needs
- Results in project and policy recommendations to address needs in the short and long range
- Identifies project funding opportunities
- Provides input into the regional planning process
- Balances technical analysis with community engagement

**What Is Being Considered?**

- Roadway
- Transit
- Bicycle
- Pedestrian
- Freight
- Smart Cities
- Connected and Autonomous Vehicles (CAV)
- Land Use Connection
- Funding

**Why Is It Important?**

- Identifies and establishes community vision for transportation
- Builds on previous planning efforts
- Matches projects to possible funding opportunities
- Uses taxpayer dollars responsibly

Mr. Meyer discussed the County's population growth along with employment growth.

**Community Engagement**

- Public meetings
- Community events/tables
- Stakeholder interviews
- Adjacent communities meetings
- Scientific public opinion survey
- Professionally-facilitated focus groups
- Online surveys
- Website, email, social media

Mr. Meyer encouraged Board members to visit [www.cobbforward.org](http://www.cobbforward.org) for more information.

{Board Member Bob Voyles rejoined the meeting}

3. Silver Comet Extension: Ed McBrayer, Executive Director of the PATH Foundation, gave Board members a presentation on how to connect the Silver Comet Trail to Centennial Park. PATH Foundation is working to fund this initiative. PATH is confident it can build part of the trail from the Silver Comet trail to Plant Atkinson, 2.3 miles for approximately \$3M. PATH will pay for design on the Project Phase - Atlanta Road ROW segment (1.4 miles and \$2.3M) to get the project shovel ready and would then like to have Cobb County build the trail. Mr. McBrayer went on to

discuss each segment of the trail along with proposed enhancements. Mr. McBrayer asked Board members to encourage County Commissioners to allocate matching dollars to build the trail down to Plant Atkinson.

Board members thanked Mr. McBrayer for his hard work. Mr. Meyer stated how the County is looking into funding.

COBB COUNTY ISSUES & UPDATES

Karyn Mathews, Project Manager with Cobb DOT, had no comments or further updates.

CHAMBER UPDATES

Sharon Mason stated the Chamber along with Chairman Mitch Rhoden are making Transportation and Mobility a top priority for the Cobb Chamber, as an advocate and conveyer for the business community. The Chamber is working closely with the County, elected leaders and local CIDs on moving this forward. This committee is focusing its efforts on promoting the CTP process. The next step will be for Russell McMurry, GDOT, to provide a statewide perspective. Mrs. Mason stated the Chamber is preparing its Federal Legislative agenda and gearing up for its annual Washington Fly-In. The CCID will have a major voice in weighing and being a significant part. The Chamber will continue to push the needed funding for the Akers Mill Ramp.

Mrs. Mason concluded by stating SelectCobb has approximately 60 companies in the active pipeline with over 1K jobs.

OTHER BUSINESS

The next regular board meeting is scheduled for May 30, 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 8:58 a.m.

Approved by the Board this \_\_\_\_\_ day of

\_\_\_\_\_, 2019

\_\_\_\_\_  
Secretary