

**MEETING MINUTES
CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT
Thursday, January 31, 2019**

MEMBERS PRESENT

John Shern
Steve Barnhouse
Connie Engel
Mike Plant
Bob Voyles
Mason Zimmerman

LEGAL COUNSEL

Lynn Rainey

CUMBERLAND CID

Rasha Al Rawi
Kyethea Clark
Lisa Sanders

COBB CHAMBER OF COMMERCE

Melissa Crook
Slade Gullede
Dana Johnson
Mike Winters

JACOBS

Alex Chung
Dale Ferris

COBB COUNTY

Mike Boyce
Erica Parish
Karyn Matthews

OTHERS PRESENT

Lindsey Burruss, Cobb Travel & Tourism
Holly Quinlan, Cobb Travel & Tourism
Rachel Rogers, Cobb Travel & Tourism
Keith Franklin, Freese & Nichols
Trooper Smith, Freese & Nichols
Derrick Vincent, Jacobs
Carolyn Baar, Georgia Commute Options
Chris McCoy, Cumberland Mall
Josh Winter, Winter Design
Sharon Goldmacher, C21
Peter Hortman, Pond & Co
Bruce Bowers, Baker Donelson
Drew Ferguson, Senator Isakson's Office
Eric Bosman, Kimley-Horn
William Herbig, Kimley-Horn
Elizabeth LaVack
Heidi Dasinger, Marietta Power & Water
Ron Sifen, Vinings HOA
Jon Gargis, MDJ

The January meeting of the Cumberland Community Improvement District Board was called to order at 7:34 a.m. on Thursday, January 31, 2019 at the Cobb Chamber of Commerce, 240 Interstate North Parkway, Atlanta, Cobb County, Georgia, pursuant to legal notice. A quorum was present.

ITEMS FOR APPROVAL

1. Minutes: Ms. Engel made a motion to approve the November 29, 2018 Regular Session Minutes of the CID Board. Mr. Zimmerman seconded the motion which was unanimously approved.
2. Approval of Financial Statement: Mike Winters, Controller for the CCID gave the Treasurer's Report, in Mr. Teague's absence. Ms. Engel made a motion to approve the November & December Financial Reports (Exhibit A) and the invoices and cash disbursements (Exhibit B). Mr. Voyles seconded the motion which was unanimously approved.
3. Cash Flow Projections (Discussion): Mr. Winters, stated at the end of every year CCID staff determines which jobs are closing. Board members were given a list of jobs that were complete by 12/31/18. There will be approximately \$370K going back into the available cash by closing out these jobs because they were not fully paid out. Mr. Winters presented the current cash flow projections as of today. With all requests as is, our estimated cash balance for September 30, 2019 will be over \$1.1M. The low period for cash will be September 30 before receiving tax revenues in October.

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CHAIRMAN'S REMARKS & UPDATES

Chairman John Shern welcomed special guests.

Mr. Shern stated the CCID has accepted the resignation of Tad Leithead as the Executive Director of the CCID. He has been with the organization for over 30 years. Mr. Shern thanked Mr. Leithead for his service. The CCID will be searching for a new Executive Director immediately. In the interim, the Board will rely on the CCID staff and the Chamber staff.

Mr. Shern welcomed Lisa Sanders as the CCID's newest staff member.

DIRECTOR OF OPERATIONS UPDATE

A. Comments/Requests

1. Welcome and Introduce C21, Communications & Marketing Firm: Ms. Clark, Director of Operations, welcomed C21 (Communications 21). C21 will be the CCID's newest marketing and communications firm. C21 has 26 plus years of in-depth marketing, PR and interactive experience with CID's. C21 will be helping the CCID with its website, newsletter, social media, other email communications advertisements and publications.
2. Akers Mill Ramp Update and Financial Request (\$11,500): Ms. Clark stated the Akers Mill Ramp project is in the design phase. The concept meeting was held last month and will be looking for approval from GDOT in February or March and then the categorical exclusion. As noted last month, the CCID did not receive the \$6M BUILD grant, but there is an INFRA grant available for the CCID to submit an application. The application is due in early March. The cost for The Ferguson Group to prepare the application for the CCID is \$11,500. CCID staff has been in communications with Cobb County as they are the sponsors and would be submitting the project to USDOT on our behalf. If the Board would like to move forward then the resolution would be on the Cobb Commissioners Board agenda in late February. The remaining funding needed for Akers Mill Ramp is \$5.9M. Mr. Voyles made a motion to approve The Ferguson Group to prepare the INFRA grant for the Akers Mill Ramp in the amount of \$11,500. Ms. Engel seconded the motion which was unanimously approved.
3. Windy Hill – Terrell Mill Connector Lighting Discussion: Ms. Clark discussed the lights on Windy Hill – Terrell Mill Connector. This project is currently in the ROW phase and construction will start later this year. Cobb County has presented three options to the CCID: 1) Non-decorative street option which costs \$133K, however it is no cost to the CCID; 2) & 3) The next two options are Decorative Standard (street lights and ped lights along the corridor). The difference between these two options is the spacing. The pricing for option 2 is \$564K and option 3 is \$408K which these two amounts would be a cost to the CCID. In previous conversations, the Board has mentioned it would like to focus investments within the core. This project is slightly outside the core of the CCID. The Bob Callan trail will be along the west side of this new roadway. The trail will be lit with the County's standard streetlights. Lighting along Terrell Mill Connector will be under a mile. The Board is content with Option 1 – the non-decorative street option.
4. ATL Update: Ms. Clark reported the ATL board has been finalized and the 5 scheduled meetings have been posted. This group will oversee implementation of transit per House Bill 930.
Super Bowl Update: Holly Quinlan, President & CEO of Cobb Travel & Tourism gave Board members an overview of events in the CCID area and Atlanta, hotels, transportation and public safety for Super Bowl 53. Dana Johnson, Executive Director for SelectCobb, stated there will be a hospitality suite at McCollum International Airport as people are arriving and/or leaving. This will be a soft sell approach to promote Cobb County and business investment in Cobb County. The Chamber is doing pre-marketing, just before arrival marketing, and after marketing to the people who utilize jets on a normal basis. Mr. Johnson went on to discuss other marketing efforts and partnerships to create new

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economic opportunities within Cobb County. Mrs. Quinlan encouraged Board members to visit ATLSuperBowl53.com for more information.

5. SelectCobb FY18 Accomplishments: Sharon Mason introduced Dana Johnson, SelectCobb's newest Executive Director. Mr. Johnson gave a brief update on the SelectCobb accomplishments of 2018.
 - SelectCobb 1.0 (results 2013-2017)
 - 22, 253 new/saved jobs
 - Over \$2.2B in investment
 - 2018 Dashboard
 - 20 wins throughout Cobb County (12 Expansions and 8 Recruitments)
 - 6,044 new/saved jobs
 - Over \$375M in new investment
 - 2019 Projects
 - 58 active projects
 - 11,586 new/saved jobs
 - \$1.36B in new investment

Mr. Johnson stated it takes everyone working together throughout the State of Georgia to make economic development happen in Georgia.

B. Operations/Requests

1. Capital Improvements Updates: Ms. Clark gave updates on: GDOT I-75 & I-285 Interchange Clean-Up, Cumberland Blvd West Intersection Improvement, Riverwood Parkway Streetscape, Palisades/Paces Mill NRA Unit Rehabilitation and Bob Callan Trail 2A & 2B.
2. Plans & Studies Updates
 - a. Project Prioritization & Pricing Update: Ms. Clark stated Kimley-Horn will be on the agenda next month to discuss prioritization of projects.

Board member Voyles asked what the County and CCID's positions are on the use of electric scooters? Cobb Commission Chairman Boyce said the County is addressing this issue and trying to figure out a way to accommodate this new world of electric scooters. Mr. Voyles would like the CCID and/or Chamber to work with the County to address this issue.

Board member Voyles went on to discuss the GDOT I-75 & I-285 Interchange Clean-Up. GDOT has completed 90% of this clean-up effort and the last 10% needs to get done. After that is complete, a new maintenance standard can be set. Mr. Voyles asked Ms. Clark to set up a meeting with GDOT before March to understand what the maintenance program is moving forward. There is a lot of detail work from GDOT that needs to be finished.

Board member Voyles reported over the last 5 years there have been direct discussions among some of the larger CID's in metro Atlanta (including the CCID) about addressing the CID Legislation that excludes residential use properties from being taxed by a CID. In a market like Cumberland, when there are commercial tracts that go into commercial institutional multi-family projects they get taken off the tax rolls. The CID's lose revenue from those groups. The original legislation was passed in the 1980s. It is having a major impact on the CIDs. Three years ago the CCID participated along with Perimeter CID, Mid-town CID, Downtown CID, and Buckhead

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CID towards a Georgia State study. The study looked at the impact on the CID assessments from commercial multi-family and a loose survey of other business improvement districts legislation around the country. The legislation in Georgia is an outlier. Fast forward to two years ago, some initial discussions were had and the Beltline overlay group was looking to create a special tax district with the city or a special CID. They were running into the same problem. This year, Buckhead CID, Mid-town CID, and Downtown CID have funded an effort to introduce an amendment to the CID legislation. That would have to be passed by the House and the Senate then would need to be put on the ballot in the 2020 election as a constitutional amendment. The current version of the CID Legislation allows each CID to choose whether it wants to do this. If the CCID wants to do this, the CCID would have to get 51% of the owners of land in the CCID including multi-family and 75% of the value to approve it. Mr. Voyles is a proponent of amending the CID Legislation. The Downtown, Mid-town, Buckhead and North Fulton CIDs have all voted \$40K towards the effort in the General Assembly which is being handled by the law firm Dentons. The Perimeter CID has voted to support \$40K for this initiative contingent on CCID and Buckhead CID. Chairman Shern would like to postpone this discussion because he would like clarification on what the \$40K goes towards and also due to the absence of Board member Barry Teague since he has the largest investment of this type of property in the CCID. This issue can wait until the February Board meeting or a special called meeting may be needed. Legal Counsel Rainey discussed what the CCID is allowed to fund. Cobb Commission Chairman Mike Boyce stated it will have a difficult time getting support from the Cobb Board of Commissioners. Mr. Voyles stated it will not come before the Board of Commissioners.

COBB COUNTY ISSUES & UPDATES

Mr. Boyce thanked everyone in the room for the success of the County.

CHAMBER UPDATES

Chairman Shern applauded the Cobb Chamber for an excellent Annual Dinner.

Sharon Mason, President and CEO of the Cobb Chamber, stated Chamber leaders have met with Congressional leaders on the INFRA grant and the Cobb Chamber is ready to help.

Mrs. Mason gave an update on the County's Transit Poll Survey Committee. Mrs. Mason will share the polling data with Board members. Over 1000 people were interviewed all over Cobb. Chairman Boyce discussed the Cobb Transportation Plan.

The Cobb Chamber's State Legislative agenda was approved by the Chamber's Board earlier this year and Mrs. Mason will send Board members a copy.

The Cobb Chamber building is up for sale. The Chamber must upgrade its building for many reasons such as parking, technology, etc. There has been a lot of interest and once there is some more solid information Mrs. Mason will share it with the CCID Board. Chairman Shern stated the CCID will look carefully at continuing to be housed with and served by the Chamber, but will conduct an independent survey on alternatives as to what they are and cost.

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Mrs. Mason invited CCID Board members to attend the Chamber's First Monday Breakfast on February 11th. Congressman Barry Loudermilk will be the speaker.

OTHER BUSINESS

The next regular board meeting is scheduled for February 28, 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 8:59 a.m.

Approved by the Board this _____ day of

_____, 2019

_____ Secretary