

HIGHWAY 78 COMMUNITY IMPROVEMENT DISTRICT (CID)

BOARD MEETING #2

May 21st, 2003

ATTENDEES

Emory Morsberger
Art Mezzullo

Kenny King
Dwight Harrison

Bill Gower
Forrest Adair

CALL TO ORDER

Chairman Morsberger called the meeting to order at 1:30 pm.

MINUTES

Mr. Morsberger announced a change in the agenda. Brian Allen & Tom Moreland were asked to provide an update on GDOT's plans for the 78 corridor.

Mr. Moreland advised that the Median project is currently planned to begin construction March 2004; R.O.W. will be acquired this summer and that the Preliminary Field Plan Review Team is now forming. He encouraged the CID to contact Todd Long to see if a representative of the CID could join this Team. He also suggested that the CID sponsor a quarterly Forum and invite Todd Long, Larry Dent and other transportation officials.

INTRODUCTIONS

Everyone in attendance was asked to introduce themselves.

NEW BUSINESS

Review of Quorum status for voting

Mr. King questioned if the CID Board had established what number of attending Board members constituted a quorum. Mr. Rainey pointed out that in the April Board meeting the CID had decided to adopt Roberts Rules of Order, which states that a simple majority constitutes a quorum. This means that in order for the Board to vote on an issue a minimum of 5 Board members must be in attendance at a meeting.

Adoption of 4/24/03 meeting minutes

Mr. Gower motioned that the meeting minutes be adopted subject to the changes proposed by Mr. Rainey. Mr. Rainey proposed that the results of the 4/24 Caucus and Board Election, including the vote to elect the Board President, be included at the beginning of the minutes. Mr. Adair seconded the motion and the vote was unanimous.

OLD BUSINESS

Mr. Mezzullo motioned and Mr. Harrison seconded that the proposed 5 mill tax rate for the CID be adopted. The vote was unanimous. Mr. Rainey suggested that Mr. Rosselle mail a letter documenting the vote to the Gwinnett County Tax Commissioner and include a copy of the proposed millage rate advertisement in the Gwinnett Daily Post.

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Mr. Rosselle gave a report of the 4/26/03 Great American Cleanup Day project. A team of 20 volunteers including Mr. Morsberger and Mr. Rosselle conducted a trash pickup project that netted over 60 bags of trash collected along Highway 78 weighing a total of approx. 500 pounds. Also, Mr. Rosselle completed training on Gwinnett Clean & Beautiful's Litter Index and conducted a "base-line" study. The metrics gathered will be used for year-to-year studies to validate the success of the ongoing highway maintenance program.

NEW BUSINESS

FUNDING

Mr. Morsberger reported on his 5/8/03 trip to Washington D.C. (see attached itinerary). A total of \$13.2M has been requested for Highway 78 via Congressman John Linder to be included in the TEA-21 reauthorization bill. Mr. Allen pointed out that there are two major steps in funding: the approval of the amount requested, then the appropriations process. In order to obtain this funding the CID is going to be required to submit a detailed plan. Also, there are many other resources for funding other than TEA-21. Mr. Mezzullo pointed out that not all of the requested \$13.2M could be allocated to the Highway 78 landscaping project.

MAINTENANCE PROGRAM

Mr. King reported that the CID's application to join GDOT's Adopt-A-Highway program has been submitted. Also, GDOT has agreed to provide the paint need to paint the guardrails. Mr. King reviewed key aspects of the CID Maintenance Program contract proposal. Allowable hours for work along 78 are Eastbound: 9am – 3:30pm; Westbound: Sat/Sun: 6am – 10am. Curb work along 78 will require an off-duty police escort @ \$25 p/hour. (includes squad car & an officer). Mr. Mezzullo questioned the cost & scope of the project. Mr. Adair stated that, while the CID does not have an operations budget, the cleanup project needs to get started. Mr. Harrison pointed out that available CID funds could cover the initial cleanup and the first 6 months of the program and that this project should be the CID's top priority. Mr. Morsberger asked Jeff Timler if the City of Snellville could assist with sharing the cost for the maintenance program. Mr. Adair suggested that the contract be written so that it could be terminated within 30 days if there were future funding limitations. Mr. King presented the results of the maintenance program bidding process (attached) and made a motion that the low bidder, LeachScapes be awarded a one-year contract. Mr. Adair seconded the motion and it was adopted unanimously. Mr. King was authorized to negotiate and execute the contract with LeachScapes.

Mr. King proposed that a letter be prepared for property owners facing 78 that have signs of any kind posted in the right-of-way asking them to remove the signs. Mr. Rosselle agreed to draft the letter.

Mr. King was given approval by the Board to enter into a contract with a company to paint the guardrails on 78.

MERCHANTS ASSOCIATION

Mr. King reported that the new organizations was up and running. Five Board members have been elected; the Web site is complete and online (www.78mercants.com); the coupon

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directory is ready to print (approx. cost - \$25K; frequency: once every 60 days; mailed out to 30K area households); sales staff is being selected and trained; Mr. Gower is setting up a Visa/M.C. payment system. Mr. Morsberger suggested that 78 mall owners be provided a letter, to be printed on their stationary, to be sent to all tenants requesting their membership in the Association.

NEWSLETTER

Mr. King reported that the next newsletter is on track for early June mail out. Everyone was encouraged to submit content ideas to Kenny. Phylecia Wilson, the CID's publicist, will prepare content and Barb Beirne will prepare the final format for the printers.

SECURITY PLAN

Mr. Rosselle provided an overview of the plan and status. The Off-Duty Officer program supported by the Gwinnett County Police Dept. will be used as the exclusive manpower resource for the Program. Major Allan Doss of the South Gwinnett precinct has selected Officer Bill Bracken to be the Police Department's Program Coordinator. Following consultation with Major Doss and the results of the first patrol on 5/18/03, it was decided to establish a random, twice-a-week patrol with two separate officers using two separate squad cars from 10pm to 6am. The hourly cost is \$25 per officer. The initial trial period will run through June with subsequent plan adjustments based on results. The police team, consisting of seven officers, will submit patrol activity reports following each tour, which will be summarized in a report. Mr. Rosselle discussed plans to publicize the program. Mr. Rainey suggested that it may not be a good idea to solicit money from property owners to support the program. Mr. King made a motion that the Security Program be supported and funded by the Merchants Association. Mr. Adair seconded the motion and it was adopted unanimously.

STAFFING

Mr. Morsberger introduced Tyler Davenport who has been hired as a summer intern. Her planned responsibilities include signing up Merchants Association members; supporting lobbying efforts in Washington D.C and researching other CID funding resources. He had agreed to pay her \$12 an hour. Mr. King expressed concern about the effort and time required to get a summer intern "up to speed & effective". Mr. Morsberger authorized Mr. King to hire sales persons for the Merchants Association membership campaign as needed.

Joddie Gray with UrbanTrans provided an overview of the services she and her company could provide to the CID. Following discussion, Mr. Morsberger made a motion that UrbanTrans be retained. The motion was seconded by Mr. Mezzullo and the vote was unanimous.

Mr. Morsberger provided a summary his findings on his trip to Washington D.C. to meet with the lobbyist. Following discussion, Mr. Mezzullo motioned that Government Relations, Inc. be retained as the CID's lobbyist. Mr. Adair seconded the motion and the vote was unanimous.

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Mr. Gower reported on his progress in retaining an accountant. A number of candidates are being interviewed. The selected accountant needs to agree to conduct the CID's annual audit and charge a reasonable fee.

Mr. Morsberger acknowledged that Dave Rosselle and Mike Ernst have done a "phenomenal job" with the CID, but that a strong, politically oriented and well-connected individual needs to be found to provide leadership for the CID. A Job Description, developed by UrbanTrans, was reviewed. All agreed that a CID President was needed. Mr. Adair proposed that a 3-person executive search team be appointed. Mr. Morsberger agree to chair the Team consisting of himself, Mr. Adair and Mr. Gower. Mr. Harrison made a motion that the team be authorized to begin the process of finding a CID President. The motion was seconded by Mr. Adair and voted unanimously.

Mr. Harrison questioned whether the earlier Board decision to retain Mr. Rosselle and Mr. Ernst as contract employees meets the IRS criteria for contract labor. Following discussion, Mr. Morsberger moved that the staff be set up as regular employees of the CID effective 6/1/03 at the existing hourly pay rate. The motion was seconded by Mr. Gower and voted unanimously. Mr. King pointed out that the CID staff would be doing work for both the CIA and the Merchants Association (MA). Mr. Adair asked that a procedure to "bill back" time to the MA be developed by the Treasurer. Mr. Gower was directed to select the best payroll service company to provide this service.

FINANCE

Mr. Gower and Mr. Rosselle will work together to produce the first draft of the CID's budget to be presented at the June Board meeting.

Mr. Gower reported that the CID checking account has been established and is ready to be funded. Mr. Morsberger moved that \$25,000 be allocated from the CID's \$200K line of credit to provide initial capital for the CID and leave the Corridor Improvement Association funds in the C.I.A. account for future disposition. The motion was seconded by Mr. Harrison and unanimously approved.

Mr. Rosselle reported that Tony Britt installed the new carpet in the CID office at no cost. Mr. Harrison requested that the Secretary write a letter of thanks from the CID Board to Mr. Britt.

MEETING ANNOUNCEMENT PROCESS

Mr. Morsberger noted that for future meetings if only four (4) members could attend, that the meeting needed to be rescheduled, as there would not be adequate Board members in attendance to vote on issues. It was agreed that the Secretary would take action to call all Board members two weeks in advance of the meeting and confirm their plans to attend the meeting. If four or less were able to attend, the meeting is to be rescheduled by the Secretary.

ANNOUNCEMENTS

There were none.

ADJOURNMENT

A motion to adjourn was made by Mr. King. Mr. Gower seconded the motion and the vote was unanimous in favor. The meeting adjourned at 4:15pm.

Respectfully submitted,

Dave Rosselle
Secretary