

**HIGHWAY 78 COMMUNITY IMPROVEMENT DISTRICT (CID)
BOARD MEETING #9
SPECIALLY CALLED MEETING
PLANNING RETREAT – LAKE OCONEE
October 17, 2003**

ATTENDEES

Board Members:

Emory Morsberger
Art Mezzullo

Kenny King
Dwight Harrison

Bill Gower
Forrest Adair

Dean Robinson

Brett Harrell, Executive Director

Dave Rosselle, Board Secretary

MINUTES

CID Mission Statement

The CIA mission statement developed for the Corridor Improvement Association was presented and reviewed. The consensus was that the CIA's mission statement was totally aligned with the goals and objectives of the CID. No changes were recommended.

2002-2004 Strategic Plan Review - Successes

Mr. Harrell led a review and discussion of CID achievements in 2003.

HB 654 Charter – Operational Areas

The scope of operational areas that the CID is chartered to address based on the House Bill 654 was reviewed.

Mr. Morsberger opened a discussion concerning the need to develop a 78 Merchant's Marketing campaign. The objective would be to promote businesses in the 78 CID and develop a distinctive market presence and unique identity. The idea of placing the Merchants Association under the CID organization was discussed. Mr. Harrell agreed to investigate with the CID's attorney if the types of marketing programs envisioned to promote CID business owners would be appropriate for the CID.

Mr. Robinson suggested that a special "branding" logo be developed for the 78 merchants along with a distinctive slogan (i.e. "We Shop 78"). This would be included on CID business cards provided to all Board members.

Bill Gower opened a discussion of the CID's relationship to the Chamber of Commerce. It was acknowledged that more focus by the Chamber needs to be placed on business development in south Gwinnett. It was proposed that the Chamber President, Jim Moran, be invited to the CID meetings.

Goals & Opportunities – 2004

Major known funding initiatives were discussed including the upcoming TEA-21 re-appropriation, the GDOT Transportation Enhancement (TE) Grant; the LCI grant.

Mr. Harrell reported that his research on the TEA-21 re-appropriations, planned to become available during early 2004, indicate that out request for funding needs to be reworked to place more emphases on "hard" improvements such as streetscape (lamp posts, benches, etc.) and less on landscaping. Ideally, the "mix" should be approx. 60-70% "hard" improvements and 30-40% "soft" improvements.

Highway 78 CID
October 17th, 2003
Page 2

Following are areas of discussion concerning goals and objectives for 2004:

- Mr. Morsberger suggested that Brett conduct face-to-face meetings with all major property owners to share the CID's goals and objectives. The idea of organizing a political action committee (PAC) was also discussed.
- It was suggested that an annual meeting be planned for CID commercial property owners and also for the members of the Merchants Association.
- The issue of severe traffic congestion associated with accidents on 78 was discussed. The idea of utilizing special "H.E.R.O." type teams to clear accidents was discussed. Mr. Robinson agreed to research the idea of contracting for a towing service.
- The need for business security was discussed. Mr. King suggested selecting and working with a preferred vendor to develop a plan to provide specially priced video camera systems. All agreed that use of video security systems is effective in deterring thefts and break-ins.
- Mr. King discussed the need to identify potential locations of adult entertainment shops and the development of an effective strategy to discourage this kind of business in the CID.

Team "CID goals, objectives and initiatives" identification and prioritization exercise

Mr. Harrell lead a team exercise to help identify and prioritize CID projects for 2004. Known projects and programs were listed on individual index cards and placed under major category headings on a table. Board members were then asked to jointly review the sequence of cards and rearrange them in order of priority. In addition, everyone was given individual cards and asked to write down on separate cards the one area they believed the CID should not get deal with and on the other card their preference for the CID's highest priority project or initiative. This input will be used to help establish CID priorities for 2004.

2004 Budget Review

A line item projected Profit & Loss summary through 2004 was reviewed. Board members were asked to provide comments as to proposed changes or adjustments. Their comments were as follows:

- In connection with the idea of bringing the Merchants Association under the CID organization, it was proposed that Salary be adjusted to include a full-time Economic Development Director. The idea is to not only have an individual that can organize and manage a successful Merchants Association membership campaign, but someone with the skills required to develop an effective promotion and advertising campaign for the 78 Merchants.
- The budget includes additional dollars to provide one additional security patrolman per week.
- Ongoing input is needed from all Board members concerning ideas for CID projects and programs.
- Mr. Morsberger suggested that the budget for Advertising and Public Relations be increased for \$5K to \$20K.

The meeting was concluded at 3 p.m.

Respectfully submitted.

Dave Rosselle
CID Secretary