

**HIGHWAY 78 COMMUNITY IMPROVEMENT DISTRICT (CID)
BOARD MEETING #12
January 21, 2004**

Attendees

Board Members:

Emory Morsberger	Art Mezzullo	Larry Pearson	Bill Gower
Dwight Harrison	Forrest Adair	Dean Robinson	

Brett Harrell, Executive Director

Absent: Kenny King, Dave Rosselle

Guests: Mayor Jerry Oberholtzer, Mike Comer, Brian Allen, Chuck Cannon
Melissa Arnold, recording secretary

Call To Order

Chairman Emory Morsberger called the meeting to order at 1:35 pm. Everyone on the Board and in attendance were invited to introduce themselves.

Mr. Gower motioned to amend the agenda to move item g) Prime Consultant Selection, to the Action Item section for a recommendation by the Board for approval of the preferred consulting firm. Also, to add a new Action Item for Board approval of a proclamation commending Tax Commissioner Katherine Sherrington and Tax Assessor Steve Pruitt for their outstanding service both during the CID's formation and continuing today. The motion was seconded by Mr. Robinson and unanimously approved.

MINUTES

Approval of Meeting Minutes

The minutes for the December 17th Board meeting were unanimously approved.

Mr. Pearson motioned to approve Revision 1 of the August 20th 2003 Board meeting minutes, which was seconded by Mr. Harrison and approved. Mr. Gower abstained.

Mr. Robinson motioned to approved Revision 1 of the November 19th 2003 Board meeting minutes, which was seconded by Mr. Mezzullo and unanimously approved.

Committee Reports

No reports.

Action Items

Mr. Harrell reviewed the proposed resolution proposed by the CID Alliance supporting Senate Bill 425, which will have the net effect of increasing the amount of transportation dollars for Atlanta metro counties. All CID Boards in the Atlanta metro area will also pass this resolution. Mr. Mezzullo motioned to approve the resolution. The motion was seconded by Mr. Pearson and unanimously approved.

Mr. Harrison motioned to retain URS as Highway 78 CID's primary consultant and authorize the Executive Director to execute the contract with URS. The motion was seconded by Mr. Adair and unanimously approved.

Mr. Gower motioned to approve a proclamation commending Tax Commissioner Katherine Sherrington and Tax Assessor Steve Pruitt for their outstanding service both during the CID's formation and continuing today. The motion was seconded by Mr. Mezzullo and unanimously approved.

Discussion Items

January 22 General Membership meeting – Mr. Harrell advised that 100 members and guests have confirmed their plans to attend. The agenda will include Keith Golden – GDOT Project Manager to discuss the 78 median project status; Steve Logan – Gwinnett County Planning Director to discuss the Stone Mountain Study status; Mayor Jerry Oberholtzer to discuss Snellville's LCI Study; Ed Ellis – URS to discuss three key corridor planning issues and Bill Gower to present the CID's 2004 budget and financial summary for 2003. Numerous political officials will be attending as well the new Southside Police precinct commander, Bart Hulsey. Mr. Morsberger asked that two distinct color-coded name badges be used for all attendees so that CID members will be easily recognizable. There was discussion as to how to manage the meeting so that members get heard first. Plenty of time will be allowed at the end of the formal presentation for member Q&A. Mr. Harrell reviewed the meeting handout which will include extensive CID contact information and space for members to make notes during the meeting. Arrangements have been made with Killian Hill Marketplace Publix for a discount on food and soft drinks. The Vecoma staff will also assist with refreshment set up.

Highway 78 Overlay District - the Gwinnett County Planning Commission at their January 20th meeting unanimously approved The Highway 78 overlay district. The County Commissioners will vote on the proposal on Tuesday, January 27th. Approval is expected.

CID Website update – Brett is in the process of making updates to the new website. It should be ready for online publication in February. Conversion to the new website will include providing each CID Board member a standardized, distinctive e-mail address using the 78 CID Domain (name@78cid.org). The new website will also be much easier to update.

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Highway 78 median opening at Britt Road – Following discussion about the proposed additional median break at Britt Road, Mr. Harrell reviewed the letters sent to GDOT requesting the additional partial opening, which has been accepted by GDOT. Keith Golden, GDOT Project Manager, will bring updated plans for the median project to the Thursday Membership meeting.

Public Comments

Brian Allen, Director - Gwinnett DOT - Mr. Allen commented that in connection with GDOT's median installation project the right-of-way can still change at this point in the planning process. Noting has been permanently set.

Chuck Cannon, Cannon Used Cars – Mr. Morsberger began by stating that Mr. Cannon had 20 cars stolen in the last year. However, the CID Security patrol continues to make numerous checks of Mr. Cannon's car lot. Mr. Cannon stated that he was upset about not being consulted by the 78 CID on decisions that are being made. He feels that security is the main issue that should be addressed as well as sidewalks and lighting, not shrubbery. Theft is a major problem. Mr. Harrison acknowledged that he has also had some theft at his dealership and that everyone has these problems. Mr. Cannon stated that he is not happy with the Yellow River Scenic Trail that is being studied. He doesn't want it behind his business. He wants more patrols to address security issues. Mr. Harrell explained that the Yellow River Scenic Trail is a part of Gwinnett County's proposed river trail system included is documented on their planning maps. Mr. Cannon responded that he would like to be consulted – that he doesn't know what's going on. Mr. Harrison responded that the CID Board doesn't take any action without a vote and that all Board meetings are open. Mr. Harrell acknowledged that the CID should do a better job of notifying property owners. However, the Yellow River Scenic Trail study application was done on a tight deadline. With the new consultants there will be more opportunity to discuss issues with property owners. Mr. Pearson stated that the CID was looking at Highway 78 improvements as a long term process and while the CID may have made a mistake in not notifying all property owners of the river trail study that overall the CID's efforts have been very positive.

Board Reports

Chairman's Remarks – Mr. Morsberger stated that he would discuss the idea of a "Shop 78" campaign. This will be a "give & take" dialog with property owners. The overall idea is promotion and shopper loyalty for businesses along Highway 78, particularly with the upcoming median project. One approach might be to consider a consumer newsletter. A marketing campaign is needed. Maybe a consultant could be used. He encouraged everyone to keep thinking about ideas for this project. Mr. Pearson asked that Mr. Harrell look into the legality of the CID supporting the "Shop 78" marketing campaign. Can the CID budget and fund this type of effort?

Mr. Morsberger announced that he will be stepping down as the Board Chairman in February and that Mr. King will be the new Chairman. He will announce this at Thursday's Membership meeting. Mr. Pearson will also step down as a Board member in April as his business has relocated. Someone else is needed to fill his seat.

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Treasurer's Financial update – Mr. Gower gave the monthly treasurers' report. The CID had a year-end balance of \$235,990.

The Board was referred to their meeting reference documents for monthly summary reports of results and activities for the Highway Maintenance and Security Teams.

Executive Director's Update:

The election for the Transportation Board seat for the 7th Congressional District has not been held yet. Additional information will be provided when it becomes available.

Mayor Oberholtzer gave a brief review of his meeting with GDOT. The City of Snellville may take over planning & engineering for the 78/124 intersection when funding is available. There are plans to install a median north on Highway 124. Completion of the new City Center is planned for August 2005. The Oak Road – Hwy 78 realignment should be completed in March 2004.

Mr. Harrell announced the following three upcoming events and asked Board members to let him know if they planned on attending:

Tuesday, Jan. 27, 2pm, Capitol Education Center, Atlanta -- GBT Transportation Briefing

Tuesday, Feb. 2, 11:30 am, Inforum, Atlanta -- CID Alliance Luncheon

Tuesday, Feb. 10, 12 noon, Commerce Club, Atlanta -- GPPF Transportation Briefing

Announcements

Mr. Gower announced that Commissioner John Dunn has appointed Chuck Warrington from the Pond Company to the Planning Commission.

Mr. Morsberger reminded everyone that the Button Bash will be held March 6th.

The next monthly CID Board meeting will be February 18th, 1:30 p.m. at Snellville City Hall.

By acclamation, the meeting was adjourned at 2:45 p.m.

Respectfully submitted,

Dave Rosselle
Secretary