

**HIGHWAY 78 COMMUNITY IMPROVEMENT DISTRICT (CID)
REGULAR BOARD MEETING
Snellville City Hall
October 26, 2005**

Attendees

Board Members:

Dean Robinson	Emory Morsberger	Dwight Harrison	Bill Gower
Gary Custar	Forrest Adair	Kenny King	

Absent: Ken Shiver

Brett Harrell, Executive Director
Michelle Couch, Special Projects

Special Guests: Jeff Timler, Jessica Roth, City of Snellville; Eric Tatum, Harry Rice and Callie Kaiser, PBS&J; Betts Singluff, Pond & Co.; James Pugsley, Gwinnett County; MB Strickland, Lake Lucerne HOA; Chris Lancette, Better World P.R.; Barbara Bender.

Call to Order

Chairman Harrison called the regular meeting to order at 1:30 pm. Mr. Harrison welcomed Board Members and guests.

MINUTES

Approval of Meeting Minutes

Mr. Robinson motioned to approve, seconded by Mr. Morsberger, the August 24th meeting minutes – unanimously approved.

Action Items

LCI Corridor Access Management Plan – Callie Kaiser, PBS&J presented the Board with an update on the Corridor Study and the proposed AMP. After Board Member discussion, Mr. Robinson motioned to approve the AMP with the indicated revisions, seconded by Mr. Morsberger – unanimously approved.

Lucerne Community Banner Program – MB Strickland, Lake Lucerne HOA presented the conceptual community identity banner that included artwork of a Blue Heron created by local artist Sharon Bolin. The banner will also include the Hwy 78 CID logo and tag line – Making 78 Great! Mr. Harrell indicated that Jimmy Adams with PBS&J had met with both GDOT and Walton EMC to identify a dozen approved locations. Mr. Morsberger motioned to approve proceeding with the Lucerne Community Banner Program at a cost not to exceed \$4,000, seconded by Mr. Adair – unanimously approved.

Discussion Items

Park Place Activity Center Study – Michelle Couch, Hwy 78 CID Special Projects and Betts Singluff, Pond and Company, provided the Board with an update on the Park Place Activity

Center Study. Ms. Couch discussed outreach activities designed to gain greater business and property owner participation and announced an upcoming meeting on November 1 from 9 a.m. until 11 a.m. at the Stone Mountain Stadium. Mr. Singluff presented preliminary market analysis and demographic data via a short Powerpoint presentation.

Public Relations Campaign – Chris Lancette, Better World Public Relations provided the Board with an update on the current Public Relations Campaign underway focusing on “clean” and “safe”. Board Members commented positively on the recent Clean and Safe post card mailer. Mr. Lancette also informed the Board on progress made gaining support for Gwinnett’s CIDs through a promotional partnership with the Gwinnett Chamber of Commerce. The Chamber has tentatively agreed to feature information on Gwinnett’s CIDs on their website, newsletter, and at a Governmental Affairs or Transportation Forum. Mr. Lancette also received praise for the recent Sunday editorial placement in the AJC with a byline by Mr. Harrell on CIDs.

WPP Gateway / Special Encroachment Permit – Eric Tatum, PBS&J provided the Board details on the preliminary plans for landscape enhancements at the West Park Place Gateway. Plans are currently under review by GDOT for the issuance of the needed Special Encroachment Permit to allow for installation of the plant material. Mr. Tatum also updated the Board on the recently filed Transportation Enhancement funding application and indicated that GDOT would notify applicants of award in January 2006.

Mast Arm Design and Engineering – Mr. Harrell on behalf of Gresham Smith and Partners provided information on the progress of the Mast Arm project. GDOT has approved the Hwy 78 CID’s request for Mast Arms at 13 signalized intersections. The Board considered options at the two gateway intersections at East Park Place and S.R. 124 that may require special treatments to overcome distance and utility issues. The Board reached consensus to continuing discussing possible alternatives at these two intersections at the November 10 Board Retreat.

GDOT Median Project Update – Mr. Harrell and Mr. Harrison provided the Board information regarding project progress, ROW acquisition, HPP funding, and timing.

Board Reports

Treasurer’s Report – Mr. Gower provided a summary of the CID’s financial status. As of September 30, 2005 the account balance was \$159,710.89. The CID also holds four certificates of deposit totaling \$352,444.70. The CID’s monthly Checkbook Statement, Balance Sheet, and Profit & Loss Statement were included in the meeting reference binder.

Executive Director’s Update – Mr. Harrell referenced his monthly report to the Board included in the meeting reference binder.

Announcements

The CID Board Retreat will be on November 10, 2005 at Lil’ River Grille in Lawrenceville. The December CID Board Meeting will be on December 14, 2005 at Snellville City Hall.

Public Comments

None.

Adjournment

By acclamation, the meeting was adjourned at 3:15 p.m.