

**HIGHWAY 78 COMMUNITY IMPROVEMENT DISTRICT (CID)
REGULAR BOARD MEETING
Snellville City Hall
October 25, 2006**

Attendees

Board Members:

Ken Shiver	James Corcoran	Jimmy Norton	Kenny King
Gary Custar	Dean Robinson	Forrest Adair	

Brett Harrell, Executive Director; Rockie Sapp, Executive Assistant

Absent: Dwight Harrison; Bill Gower, Treasurer

Special Guests: Jeff Timler, Alison Starnes and Jessica Roth, City of Snellville; Callie W. Kaiser, PBS&J; Brock Smith, Gwinnett County Economic Development Team; Ray Mokhberi, Fountain Square; Diane Maier and Angel Fielder, Redpepper; Gary Cornell, Jordan, Jones & Goulding; Caleb Racicot, Tunnell-Spangler-Walsh & Associates; Mike Royal, Gwinnett County ZBA; Chip Mitchell, Gwinnett Chamber of Economic Development; Michelle Couch, Snellville Community News

Call to Order

Board Chairman Adair called the regular meeting to order at 2:02 pm. Mr. Adair invited Board Members and guests to introduce themselves.

MINUTES

Approval of Meeting Minutes

Mr. Robinson motioned to approve, seconded by Mr. Shiver, the September 27, 2006 Meeting Minutes – unanimously approved.

Presentations/Reports

Diane Maier and Angel Fielder, Redpepper, presented the Board with a preliminary report on the status of our branding and PR programming. Ms. Maier explained that much of the next three months activity would be focused on data collection, opinion polling, and rebranding Highway 78 with a target completion date of February 1st, 2007. Ms. Maier presented a 5 phase approach: Discovery, Brand Development, Marketing Plan, Business Support and Concurrent Activities. Ms. Maier and Ms. Fielder requested a subcommittee of two Board volunteers to serve as the primary contact to the Board. Mr. Norton volunteered Mr. Corcoran who accepted and Mr. Adair volunteered Mr. Norton who accepted.

Action Items

Park Place Activity Center study consulting firm – Mr. Harrell reported that three firms responded by the due date, 12 noon on Friday, October 20, 2006. Mr. Corcoran thanked all of the firms for submitting responses. He then motioned that the board hire Jordan, Jones and Goulding to perform the Park Place Activity Center study, seconded by Mr. Norton and

unanimously approved with Mr. Adair abstaining citing his representation of numerous parcels within the study area.

Board Reports

Chairman's Remarks – Chairman Adair suggested the Board meet in a planning session for the 2007 budget and goals on Tuesday, November the 28th, from 10:00am until 2:00pm. Board Members agreed.

Chairman Adair then began discussion of a proposed Ethics Policy included in each Board Members binder. Mr. Adair reminded Board Members that the policy has been under consideration for well over a year, that he had volunteered to cause the preparation of a draft policy, that CID Attorney Andrew Mertz prepared the 8 page document based on other policies, and that while he favored a number of modifications to the proposed policy, he supported discussion and adoption of a more detailed policy. Mr. Adair also reminded Members that the CID has a current policy adopted in May 2005 (a copy of that policy was also included in the Board binders). Mr. Robinson responded first to Mr. Adair's request to consider modification of the current policy stating his preference to maintain the policy that presently exists. Messrs. Corcoran, Custar, and Norton joined in support of Mr. Robinson's statement to maintain the Ethics Policy in its' present form. Mr. Harrell, Executive Director, conveyed a number of issues supporting his recommendation that the Board maintain its' current policy including a report that legal counsel to Metro Atlanta's most well established CID recommended against adoption of such a policy by that CID. Mr. Harrell then summarized the discussion stating that in as much as a majority of the Board voiced support for maintaining the current policy without modification the matter should be closed without further action. Mr. King voiced support for the proposed 8 page policy as presented and suggested a majority of the Board had not yet been heard. Mr. Shiver then joined the discussion suggesting he may be willing to consider a proposal between the extremes presented, but based on the alternatives at present, he supported maintaining the existing policy. As discussion concluded, all Members having been heard on the issue, the majority of the Board voiced support for maintaining the Ethics Policy in its' present form.

Treasurer's Report – Mr. Harrell referenced the CID's monthly Checkbook Statement and Balance Sheet included in the Board binders. Mr. Harrell responded to several questions regarding year to date income and expenditures – all within budget.

Board Members Remarks – Mr. Custar briefed the Board on the latest Unified Planning Committee meeting and received input in opposition to a suggestion presented at the most recent county planning meeting that vacant commercially zoned properties be down zoned to residential classification.

Staff Reports – Ms. Sapp reported briefly on the progress of both the maintenance and security team. She also included a reference letter written in support of Leach Landscaping provided to the City of Snellville from the Highway 78 CID.

Executive Director's Update – Mr. Harrell referred to his monthly report included in the Boards Meeting notebooks and provided details on the Strategic Leadership visit to Fairfax, Virginia and presentations made to the Georgia Planning Association in St. Simons Island, GA.

At the request of Mr. Norton, Mr. Harrell presented an example of funding sources and answered questions regarding the allocation of funds for a typical CID sponsored roadway project.

Announcements

Next Meeting: TBD

Planning Session: November 28, 10:00 am

Public Comments

None

Executive Session

Chairman Adair called for an Executive Session and advised the Board of the closed meeting in accordance with OCGA Section 50-14-3 (6) personnel matters. Upon a motion by Mr. Custar, seconded by Mr. Robinson, with all members present and voting in the affirmative, the meeting was closed with no action or announcements at the conclusion of the Executive Session.

Recess

By acclamation, the meeting was adjourned at **4:00 p.m.**