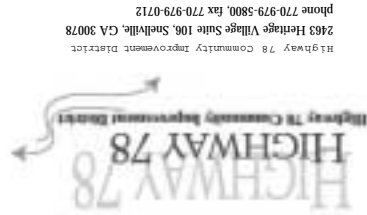


LOOK FOR US ON THE WEB!!
WWW.78CID.ORG and WWW.78merchants.com



Highway 78 Community Improvement District
2463 Heritage Village Suite 106, Snellville, GA 30078
phone 770-979-5800, fax 770-979-0712

Merchants Association Up and Running

The newly formed Highway 78 Corridor Merchants Association is a great way for merchants along the Highway 78 corridor to improve their marketing abilities and sales. Open to all retailers, not just property-owning CID members, advantages to being a Merchants Association member include being on the association Web site and access to a bi-monthly sales flyer that would go out to thousands of consumers in south Gwinnett and neighboring areas of DeKalb County.

"The Web site has a directory by business classification and individual, up-datable, expandable pages and lines," explained Kenny King, vice-president of the Highway 78 Corridor CID.

The sales flyer, with a tear-out "yellow pages" insert, gives merchants the opportunity to advertise their sales and to offer coupons. First-time users get a 15 per cent discount.

Though the association works in conjunction with the CID, it is a stand-alone non-profit corporation and is self-governing through a five-person board. It is fully formed and occupies office space in Snellville with the CID.

The association already is providing private security for the corridor by employing two-man police patrols that cruise through the streets checking on businesses on random nights through the week.

Annual dues for membership in the Merchants Association is \$200 a year. "The benefits far outweigh the cost," King said.

The CID and the merchants association are working together to enhance the Highway 78 corridor and help create a vibrant shopping destination. "Putting up harmonious holiday decor along the corridor, having regular clean-ups along the roadway and providing security are just examples of how we can work together to achieve our goals," King said.

Merchants Association sales people will be calling on merchants soon to discuss membership. Or you may join by calling the office at 770-979-5800. Check us out on the web at www.78merchants.com

Our goal is to improve your business

Mission Statement

To establish a vibrant, upscale destination area; improve business development opportunities; and enhance property values by developing and promoting coordinated transportation and community character improvements to benefit property owners, business owners,

"Now that the CID is a reality, we're coming out of the chute really fast, starting on immediate needs and a program of regular clean-up," Rosselle said. "People should start noticing the differences very soon as we move forward."



78 "...not just a highway anymore..."

June 2003 ~ Volume 1
An update for District members .

Association Elects CID Board and Officers

A meeting of the Highway 78 Corridor Improvement Association at Snellville City Hall Council Chambers on Thursday evening, April 24 resulted in an outstanding slate of board members and officers for the Highway 78 Community Improvement District (CID).

Eight members were elected to serve as a Community Improvement District (CID) board, which is responsible for levying taxes, fees and assessments within the district that will be used for the purpose of providing services and items that will enhance the area within the CID.

Board members elected are: Larry Pearson (elector) and Art Mezzullo (equity elector), each for one-year terms; Dean Robinson (elector) and Forrest Adair (equity elector), for two-year terms; Emory Morsberger (elector) and Kenny King (equity elector), for three-year terms.

Also elected, as called for by HB 654, are two additional members, Dwight Harrison and Bill Gower who were appointed by the Gwinnett County Board of Commissioners and the Snellville City Council, respectively prior to the meeting.

Emory Morsberger was elected Chairman of the Highway 78 CID Board. Highway 78 property owners, Kenny King and Bill Gower were elected as vice-chairman and treasurer, respectively and Association Executive Director Dave Rosselle was elected secretary.

House Bill 654 calls for a minimum of seven board members to be appointed and elected by CID property owners within 60 days after the adoption of the resolution and consents are obtained by the Gwinnett County Commission and any governing authority that lies within the CID, in this case, the Snellville City Council.

The board will determine the future of the Highway 78 corridor as the Georgia DOT constructs a seven and one half mile median to replace the present reversible lanes.

In addition to electing officers, the new board met immediately after the election, and voted for a millage rate of 5 mills.

By law, the tax cannot exceed 2.5 per cent of the aggregate assessed value of the real property used non-residentially that is not exempt, within the district.

Inside this Issue: Watch for Mowers!...Great American Cleanup...Morsberger goes to DC...The New CID

We've Moved!

Now operating as an official CID—the first in Gwinnett County—the Highway 78 Community Improvement District has moved to new quarters. Our new office is located in Snellville in the Heritage Village Shopping Center. We're in Suite 106, upstairs over McMahan shoes. It's just across Highway 78 from Snellville City Hall. Our new phone number is 770-979-5800. Fax is 770-979-0712.

Come by and see us sometime.

Watch out for Mowers!

Trash removal and curb appeal on U.S. 78, between Stone Mountain and Snellville, was an important objective in the strategic plan adopted by the former Highway 78 Corridor Improvement Association. Now, operating as the Highway 78 Community Improvement District (CID) with a continuing mission to enhance the community's character and establish the corridor as a vibrant, upscale destination area, keeping trash removed from the 78 corridor is high on the list of the CID board priorities.

"There is a lot we want to do aesthetically to keep the Highway 78 corridor looking good," said CID Board Chair Emory Morsberger. "But until the road is completed, we can't beautify through landscaping. What we can do, however, is create an on-going Highway 78 project to control litter and keep the corridor cleaned up."

In May the CID signed onto the Georgia Department of Transportation's Adopt-A-Highway program in which they work with

the DOT to keep the roadway clean and attractive. Within the next several weeks, the CID board will take bids from local landscaping companies for regular maintenance, using CID financial resources to keep curbs and roadside attractive.

While the GDOT picks up trash from time to time and mows during summer months, they cannot keep up with the intensive attention the Association wants to see given in the area.

"I am hoping that once we get on top of it, it will be somewhat self-healing," said vice-chairman Kenny King. "After this effort, I'm hopeful people won't litter as much when they see how clean the road sides are."

"Now that the CID is a reality, we're coming out of the chute really fast, starting on immediate needs and a program of regular clean-up," Rosselle said. "People should start noticing the differences very soon as we move forward."

Morsberger Represents CID in DC

CID Chairman Emory Morsberger traveled to Washington, DC on May 8 and met with Government Relations, Inc., the lobbyist group that was approved by the CID Board at the May meeting. "This was the first time I had met them and I feel good about their ideas for our Washington strategies to get the dollars needed for Highway 78 improvements coordinated by our CID," Morsberger said, adding that the CID is paying the group \$3,000 a month to work in behalf of the CID.

Morsberger also met with Mike Quiello in Rep. Johnny Isacson's office. "They are familiar with our Highway 78 project and Congressman Issacson is very supportive of what we're doing and his staff is working on our behalf," Morsberger added. The same goes for Representative John Linder. "I met with Gertchen Learnman in Linder's office and Representative Linder also is supporting our efforts.

"I was pleased with how knowledgeable and supportive both are about the Highway 78 projects and our request for \$ 13.2 million. Both seem to think we will get all of at least part of that amount for our improvement projects," Morsberger said.

Rep. Saxby Chambliss is new to DC and was not as familiar with the project. However, by meeting with his staff member, Jim Irvin, Morsberger was able to introduce them to the Highway 78 CID and start getting them on board, as well.

The Chairman also met with representatives on the Intelligent Transportation Society of America concerning strategies for traffic light timing, safety improvements and other traffic enhancement possibilities for the Highway 78 corridor.

"It was a productive trip," Morsberger concluded. "The fact that we have formed a CID and have \$800,000 of our own money gives us more credibility. My goal is to get \$40 million over the next five years."

Association Joins with Gwinnett Clean and Beautiful on Great American Clean-Up



The Highway 78 Corridor Improvement Association kicked off an initiative for an on-going Highway 78 project to control litter and clean up the U.S. 78 corridor when they joined the rest of the country on Saturday, April 26 to participate in Keep America Beautiful (KAB) Great American Clean-Up.

Leading the effort was Association Executive Director Dave Rosselle as he partnered the Association with KAB local affiliate Gwinnett Clean and Beautiful to pick up trash on Highway 78 from the DeKalb County line to Highway 124 in Snellville.

"We had four teams of GC&B and Association volunteers working in four sections," Rosselle said. "We started with the group of more than 200 GC&B volunteers for a kick-off breakfast at 9 a.m. and then went to our destinations. Our crew worked really hard and when we finished around noon, you could certainly tell a difference."

A Georgia Department of Transportation crew did considerable work on the median at West Park Place.

The clean-up was the first major activity the Association has held since the CID was approved by Gwinnett County and the City of Snellville in March. It is an important program in the effort to enhance the visual appeal, sense of place and of safety along the corridor.

With help from GC&B, Rosselle conducted a litter index after the April 26 cleanup, to establish a baseline. Litter accumulation checks will be conducted at six month intervals to determine the CID's success in keeping the corridor clean and litter free.

Two-car police patrols, employed by the CID Merchants Association are now patrolling the Highway 78 Corridor on random nights

CID Officers and Board Members

Chairman

Emory Morsberger
Avalon Homes
770-921-8508

Vice-Chairman

Kenny King
Monarch Land Development
678-344-1565

Treasurer

Bill Gower
Brand Bank
770-985-1941

Secretary

Dave Rosselle
Highway 78 Corridor CID
770-979-5800

Board Members

Larry Pearson
IDA Finance
770-982-6562

Art Mezzullo
Noro Management
404-233-1902

Dean Robinson
Snellville Auto Parts
770-972-3799

Forrest Adair
Williams/Adair Realty
770-498-7777

Dwight Harrison
Dwight Harrison Volkswagen
770-979-2000

