

**GWINNETT PLACE
COMMUNITY IMPROVEMENT DISTRICT (GPCID)
REGULAR BOARD MEETING
Gwinnett Commerce Center
First Floor Conference Room
3700 Crestwood Parkway
Duluth, GA 30096
May 14, 2008**

MINUTES

Attendees

Board Members: Casey Coffey Joe Piccolo Tom Wheeler
 Leo Wiener Glenn Wisdom Mark Williams

Staff: Joe Allen Dave Rosselle

Consultants: Lynn Rainey, Board Counsel
 Mark Rountree, Landmark Communications, Inc.

Guests: Nick Masino, Vice President of Economic Development,
 Gwinnett Chamber of Commerce
 Lauren Salas, Business Development Manager, Gwinnett
 Chamber of Commerce

Chairman Mark Williams called the meeting to order at 9:10 a.m. by welcoming all in attendance with a special welcome to Joe Piccolo, newly elected Board member.

Mr. Wisdom motioned to approve the proposed meeting agenda; seconded by Mr. Coffey and unanimously approved.

Mr. Coffey motioned to ratify the election of Mr. Wiener to Post 3 and Mr. Piccolo to Post 6; seconded by Mr. Wiener and unanimously approved.

- Mr. Coffey nominated Mr. Williams as Board Chair; seconded by Mr. Wheeler and unanimously approved.
- Mr. Wiener nominated Ms. Adams as Vice Chair; seconded by Mr. Wisdom and unanimously approved.
- Mr. Wheeler nominated Mr. Wisdom as Treasurer-Secretary; seconded by Mr. Coffey and unanimously approved.

Mr. Coffey motioned to approve the March 12, 2008 Board Meeting Minutes; seconded by Mr. Wheeler and unanimously approved.

Action/Consent Items

Phase III of the Gwinnett Place CID Signage and Wayfinding Master Plan

Mr. Allen requested authorization to implement Phase III of the Gwinnett Place CID Signage and Way-finding Master Plan for a base amount not to exceed \$258,972.42. Mr. Wheeler inquired as to the disposition of the \$80,965.00 in funding to be provided by Gwinnett County. Mr. Allen advised that the request for revitalization funding has been submitted to county officials, but has not yet been approved. Mr. Allen also explained that the funds allocated in the contingency line item were not part of the contracted amount with any of the potential vendors and would be used at his discretion for miscellaneous expenses such as right-of-way acquisition or site location surveys. Mr. Allen further explained that another local vendor has been identified and their bid was being reviewed. Mr. Wheeler motioned to approve the project at the base amount of \$258,972.42 with the condition that the \$80,965.00 funding from the County is secured and that the \$33,750.00 contingency be controlled by Mr. Allen; seconded by Mr. Wisdom and unanimously approved.

Proposed millage rate to advertise for June 11, 2008 vote

Mr. Rainey distributed a copy of the proposed millage rate advertisement for the 2008 GPCID tax rate that must appear in the Gwinnett Daily Post. The legally required advertisement documents a 9% increase in total tax revenue as compared to 2007 levels. The consensus of the Board members was to advertise the five (5) mill rate. Mr. Rainey directed that the advertisement be published in the Gwinnett Daily Post at least two weeks before the June 11, 2008 Board vote and that it not be placed in the legal section of the paper.

Integrated Public Information Campaign.

Mr. Allen provided an overview of the proposed CID-sponsored media and public outreach campaign that is designed to enhance the overall reputation and image of the Community Improvement District, encourage the improvement and economic development of the district, and promote the CID's governmental service and facility projects/programs to area commercial property owners, area businesses, consumers and economic development professionals. Mr. Allen explained that with the use of tailored messages presented through blended media applications, the CID's public relations firm, Landmark Communications, would conduct a seven-month outreach program. Longtime residents will be reminded of their need for all of the District's assets. Newer residents will be encouraged to strengthen/initiate a relationship with District businesses and gain a better understanding of CID resources/proposals. Real estate and economic development professionals would be targeted for leasing and sales assistance and partnerships. Components would support the CID's position as a partner/facilitator for transportation enhancements and for other governmental services and facilities that promote economic development and redevelopment. Data collected through the January 2008 polling initiative would provide key terminology and opinions directing future message content. With the direction of CID leadership, Landmark Communications would generate informational materials for direct mail, telephone, online, print and other communication outlets. Mr. Rountree provided a comprehensive analysis of the survey findings and the proposed public relations campaign to address the findings.

Mr. Coffey stated his experience that direct mail is ineffective, but that he has had very good success with web-based marketing. The value of securing a directional billboard facing southbound traffic on I-85 near the new Pleasant Hill Road exit was discussed as well as the related need to promote and enhance the CID's Web site to include an online directory to promote CID businesses. The consensus of the Board was that further discussion is needed on the public information campaign, but that action should proceed on leasing a directional billboard.

Mr. Wheeler motioned to authorize the Executive Director to negotiate for a directional billboard and to enter into an agreement when the agreement/cost was approved by Mr. Coffey; seconded by Mr. Coffey and unanimously approved. (Following Board action, Mr. Coffey and Mr. Allen were able to negotiate an agreement with Billboard Connection for a total amount of \$17,007.00)

A detailed proposal for an upgrade of the CID's Web site and the creation of a Web site focused on area business promotion was requested by the Board.

Approval of Project Work Order #23

Following an overview of the project by Mr. Allen, Mr. Wheeler motioned to authorize the Executive Director to implement Project Work Order #23 between GPCID and Street Smarts to provide defined geometrics, a traffic study, drainage design and detailed construction cost estimate for improvements to Pleasant Hill Road, Gwinnett Place Drive and Venture Drive/Parkway with the purpose of increasing vehicle and pedestrian mobility along Pleasant Hill Road west of I-85 Interchange and Steve Reynolds Boulevard for a base amount not to exceed \$34,370.00, contingent upon Mr. Allen securing \$25,000.00 in revitalization funding from Gwinnett County; seconded by Mr. Wisdom and unanimously approved.

Transit Planning Board (TPB) Funding Request

Following an overview by Mr. Allen of the Transit Planning Board's programs and funding support request made by the agency to the metropolitan Atlanta CIDs, Mr. Wheeler motioned approval for the Executive Director to provide a one-time financial grant to the TPB for conducting an in-depth public outreach effort in the Atlanta region to determine citizen participation in and the need for a regional transit system which would directly affect the GPCID and to support the continued work of the TPB for a base amount not to exceed \$5,000.00; seconded by Mr. Coffey and unanimously approved.

REPORTS & REMARKS

Treasurer's Report

As there was no Board meeting in April, Mr. Rosselle presented the following separate account summaries for March and April 2008:

March 2008

Checking Account

March 1, 2008 Beginning Balance:	\$ 48,536.27
March 31, 2008 Ending Balance:	\$ 15,957.82

General Ledger Balance: \$ 15,957.82

Money Market Account

March 1, 2008 Beginning Balance: \$ 2,222.74

March 31, 2008 Ending Balance: \$ 2,877.63

General Ledger Balance: \$ 2,877.63

Georgia Fund 1 Account

March 1, 2008 Beginning Balance: \$1,022,490.75

March 31, 2008 Ending Balance: \$ 899,908.99

General Ledger Balance: \$ 899,908.99

Grand Total for Three Accounts

March 1, 2008 Beginning Balance: \$1,073,249.76

March 31, 2008 Ending Balance: \$ 918,744.44

General Ledger Balance: \$ 918,744.44

April 2008

Checking Account

April 1, 2008 Beginning Balance: \$ 15,957.82

April 31, 2008 Ending Balance: \$ 56,935.57

General Ledger Balance: \$ 56,863.72

Money Market Account

April 1, 2008 Beginning Balance: \$ 2,877.63

April 31, 2008 Ending Balance: \$ 1,392.77

General Ledger Balance: \$ 1,392.77

Georgia Fund 1 Account

April 1, 2008 Beginning Balance: \$ 899,908.99

April 31, 2008 Ending Balance: \$ 806,566.18

General Ledger Balance: \$ 806,566.18

Grand Total for Three Accounts

April 1, 2008 Beginning Balance: \$ 918,744.44

April 31, 2008 Ending Balance: \$ 864,894.52

General Ledger Balance: \$ 864,822.67

Mr. Wheeler motioned to approve the Treasurer's Report and ratify the March 2008 and April 2008 expenses; seconded by Mr. Coffey and unanimously approved.

Board Chairman's Remarks

Ashlee Dunkel, Clean Air Campaign, presented Mr. Williams and the Gwinnett Place CID its annual program participation and recognition plaque.

Lauren Salas, Business Development Manager, Gwinnett Chamber of Commerce, provided a comprehensive presentation on the organization, goals, programs and accomplishments of the Partnership Gwinnett initiative. Mr. Nick Masino, Vice

President of Economic Development, Gwinnett Chamber of Commerce, provided an update on efforts to enhance the County's Redevelopment Ordinance.

Executive Director's Remarks

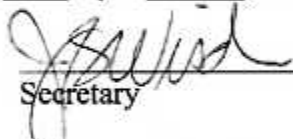
Mr. Allen provided information on the following topics:

- Information provided by the Gwinnett County Police Department for the Gwinnett Place area indicates that crime is down in 2 categories from 2006 to 2007 levels (commercial burglary and motor vehicle theft).
- GPCID is continuing to receive positive media coverage.
- Overview of the trip to Austin, Texas with regional transit leaders and transportation officials to learn about Austin's success in implanting light rail.

The next Board meeting will be held June 11, 2008 in the Gwinnett Commerce Center conference room beginning at 9:00 a.m.

The meeting was adjourned by unanimous acclamation at 10:50 a.m.

Approved by the Board this
11th day of JUNE, 2008.


Secretary

