



MEMORANDUM

TO: 78 CID Board of Directors
CC: R. Sapp, Exec. Asst.; M. Couch, Special Projects; C. Lindsey, Intern
FROM: Brett Harrell, Executive Director
DATE: June 28, 2006

RE: Monthly Report

Administration

Since my last report, I attended meetings with ARC, PBS&J, GS&P, GDOT, Gwinnett Chamber, Gwinnett DOT, and the Snellville DDA as well as events at the Gwinnett Chamber, Georgia Public Policy Foundation, Gwinnett Board of Commissioners, and Snellville City Council. I also attended the monthly lunch meeting with Gwinnett CID Executive Directors, the CID Alliance, and the Gwinnett Place CID and Stone Mountain Memorial Association Board meetings.

I presented "Making Life Better for Business" along with Gwinnett's other CIDs to the Gwinnett Chamber of Commerce Governmental Affairs meeting.

I assisted numerous property and business owners with various issues including: Dave Mullen, Mullen Chevrolet; George Brown; Yolanda Tyner, ERA Sunrise Realty; Larry Rutledge; Kelly Bowlin; John S. Thomas; among others.

Our summer intern, Chris Lindsey, completed the potential sidewalk projects list and continued updating merchants' data files. Rockie is coordinating placement of an advertising display within various businesses along the corridor.

Funding

The Hwy 78 CID Board will consider authorization of a 2005 SPLOST funding request for sidewalks along the corridor. The Hwy 78 CID submission will include approximately \$4.8 million in potential projects funded through a competitive grant with a total of \$3 million available.

Reinvested a 90-day CD in the amount of \$101,088 with People's Bank and Trust, the high bidder at 4.43%. Transferred another \$105,223 CD that matured to general fund checking at Brand Bank.

Projects Underway

During June, we advanced the following projects:

- Corridor LCI Study: Updated 5 Year Work Program and provided status to ARC.
- Landscape Master Plan: Submitted variance request for 6' crepes to GDOT.
- PPAC Study: Requested recommendation from PBS&J on course of action.
- Jessica Daron Ct: No further action this month.
- Public Relations: Magazine advertisements featuring "Coming Attractions"
- STWP: No further action pending comments from City of Snellville.
- Britt South IPA: No further action this month
- T.E. Grants: Yellow River Scenic Trail – discussed w/ Comm. Beaudreau
- Lucerne Community Banners: Monitoring sidewalk / fence project. Met with Comm. Beaudreau and MB Strickland regarding Lucerne area projects

Potential Projects

During June, the following potential projects received attention:

- City STWP Projects: pending City review
- GRTA / GCT Service: Contacted Tim Collins, GC Transit for update on plans.
- LCI Implementation Projects: SGAA acquired by Gwinnett County
- Hero Service for U.S. 78: Board presentation at June meeting

Public Relations

During June, the Hwy 78 CID received positive PR in the following publications and venues: Atlanta Journal Constitution, Gwinnett Daily Post, and the Snellville Community News as well as advertisements in the Our Town magazine.

The Hwy 78 CID is a feature story on WSB Radio by Sandra Parrish who interviewed Ken Shiver and Art Rilling, Stone Mountain Game Ranch, in addition to me.

Georgia Trend Magazine is also conducting interviews in advance of their annual issue featuring Gwinnett County.

Michelle Couch, CID Special Projects Manager, continued a print advertising campaign that is running in local media featuring economic development projects "Coming Soon" to the Hwy 78 corridor – Our Town Magazine.

Economic Development

Our office fielded a number of calls and we assisted both existing property owners and potential purchasers in acquiring information regarding various projects. I attended the bi-monthly Economic Developers meeting at the Gwinnett Chamber of Commerce.

The Board will consider supporting the City of Snellville's creation of an Economic Development Manager position at our June meeting.