

Sugar Hill Downtown Development Authority
Regular Meeting Minutes October 14, 2019 | 6:30 PM
City of Sugar Hill City Hall - Community Room

Members Present: Allen Jorgenson, Brandon Hembree, Jack Wolfe (Treasurer), Marc Orcutt (Chairman), Mason Roszel (Asst. Treasurer), Nic Greene (Vice Chair), Nigel Gray (Secretary)
Staff Present: Troy Besseche (Asst. City Manager), Attorneys Frank Hartley and Lee Thompson, Nadia Merritt (Downtown Coordinator), Tim Schick.
Guests: Several Members of the public were present.

- I. CALL TO ORDER – 6:32 PM
- II. APPROVAL OF AGENDA:
 - a) Allen Jorgenson made a motion to approve the agenda, 2nd by Jack Wolfe, and carried by 6-0 vote.
- III. MINUTES
 - a) Allen Jorgenson made a motion to approve the September 28, 2019 regular meeting minutes, 2nd by Nic Greene, and carried by 6-0 vote.
- IV. PUBLIC COMMENTS
 - a) None
- V. ACTION ITEMS AND UPDATES:
 - a. **E Center:** Troy Besseche provided the following updates: Storage at the E Center is all leased up. The City is encouraging patrons to source storage at alternative locations. The City also recommended adjusting the rates for storage units to reflect inflation and high demand. The recommendations were \$105 for regular sized units and \$210 for larger units, effective immediately. These changes will result \$660 increase in total leasing revenues from storage.
 - a) *Public Action: Jack Wolfe made a motion to increase rates for storage spaces at the E-Center from \$100/month to \$105/month for the regular size units, and from \$200/month to \$210/month for the larger units; to reflect inflation and demand for storage in this area. These changes would go into effect starting 11/1/2019. This Motion was seconded by Brandon Hembree and carried by unanimous vote.*
 - b. **Broadstone:** Paul Radford provided the following update: This project is continuing to go vertical. The team is targeting June/July of 2020 to the start leasing. There is currently a live website that shows how they are marketing the product. They are using the art gallery and the history museum as well as the coming public park as part of their marketing. There is a lot of interest from the community. Unit floor plans are not yet posted. Drone footage photos were displayed during this section of the meeting. This will be a great addition to our downtown adding a facility with a GMP of about \$80M.
 - c. **Veterans Memorial:** Paul Radford shared that the team is looking at a substantial completion date of sometime before Veteran’s Day.
 - d. **Dogwood Forrest:** Paul Radford gave the following update: The city is continuing to engage with the Solomon team. Their term sheet with Sun trust is down to the last item. The plan is close between 12/15 and 12/30, and then go to construction soon after. There is one item to discuss in Executive session.
 - e. **Gateway West:** Discussion for this project to be convened in executive session.
 - f. **Prestwick:** Clearing has begun on this project that is located at the corner of Hillcrest and Hwy 20. It is a \$50M mixed use facility with residential on top of retail, having a two-level slip deck parking in the middle of their property.
 - g. **Bowl Improvements:** The construction team completed the demolition work and some of the site utility installations; helical piles are being installed. Permanent divider panels between suites are included in this scope which will match the new concession building. Synthetic turf in the bowl is proposed, to cut down on maintenance and provide ability to do branding via aerial photography; handrails is also proposed to improve safety. Lighting between steps/stairs are also part of this project’s scope. A sign that was part of the original contract was pulled out to reduce contractor markup. The city is looking at placing the sign on the pedestrian bridge, so it can be viewed from the street.
 - h. **The Suite Spot:** Nadia Merritt, the City’s new Downtown Coordinator, who was introduced to and welcomed by the DDA at this section on the meeting, gave the following update.
 - 1. **Pricing Update:** Hasn’t been revised since the Incubator started even though the market has changed, which is the main reason for the recommendations for pricing update. Nadia provided comparative pricing to similar offerings in this area and elsewhere.
 - 2. **Office Terms:** Nadia also suggested that 6-month terms will: provide flexibility to both the City and the business; allows for reevaluation of how the business is operating; and facilitates communication

between both parties. The current policies do not state a 3-year max on memberships, which is good as it provides flexibility to members on start/end dates of using the incubator.

3. **Moving Forward:**

- a) New monthly Newsletter: starting this year's end, telling happenings in our area, business opportunities, updates on building notifications, etc.
- b) Connections: with UGA Small Business Development Center, Partnership Gwinnett, other Incubators (Curiosity Labs, etc.), so small businesses can utilize these resources.
- c) Networking Events: starting next year – example is Member Mondays inside the Suite Spot. Programming & Scholarships (SCORE and UGA Small Business Development Center offer business plan writing assistance). Allen Jorgenson suggested reaching to local schools (Lanier, North Gwinnett, etc.) to liaison with the Student Councils, and after school clubs, etc. Offer Internships; Also connecting members with library resources.
- d) Public Action: *Motion to adopt Nadia's pricing and term updates as shown, by Brandon Hembree, 2nd by Allen Jorgenson, and carried by unanimous vote.*

i. **Community Center Redevelopment:**

1. Discussions on this item were reserved for executive session.

II. CITY STAFF COMMENTS

- a. **Troy Besseche:** Gave a reminder of Sugar Rush on Saturday.

III. DDA MEMBER COMMENTS:

1. **Brandon Hembree:** Thanks to all who came to downtown cleanup last Saturday. It was well attended approximately 80 to 100 folks.
 - a) Reminder: Great Days of service on 10/26; 80 to 100 signed up including local scouts.
 - b) The Suite spot is up for an award from the Gwinnett Chamber of Commerce.
 - c) Broadstone is up for a Pinnacle Award for redevelopment by leadership Gwinnett.
 - d) Paul mentioned that the Broadstone is up for a Partnership Gwinnett redevelopment award as well. The E Center won this award last year.
2. **Mason Roszel:** Enjoyed doing the downtown cleanup with his daughter; cool to see the younger folks getting involved. Enjoyed the DDA cookout, thanks to Brandon.
3. **Nic Greene:** Enjoyed the DDA cookout as well.
4. **Jack Wolfe:** Enjoyed the DDA cookout as well.
5. **Allen Jorgenson:** Enjoyed the DDA cookout. The band played for Lilburn Days, and will be playing for Sugar Rush, and Veterans Day as well.
6. **Nigel Gray:** Encouraging to see all the activity downtown, Leadership Gwinnett, mascot, etc.
7. **Rebecca Buckingham:** It's great to see all the activity downtown, especially King of Pop. Enjoyed the DDA cookout, thanks to Brandon. Looking forward to Sugar Rush.
8. **Paul Radford:** It is encouraging to see young people getting involved in our downtown, one young eagle scout candidate wanted to interview a public official about downtown redevelopment.

IV. EXECUTIVE SESSION:

- a. Public Action: Jack Wolfe moved to enter executive session at 6:57PM, 2nd by Nic Greene, carried by unanimous vote.
- b. Public Action 1 - After Executive Session: *Jack Wolfe made a motion to increase rates for storage spaces at the E-Center from \$100/month to \$105/month for the regular size units, and from \$200/month to \$210/month for the larger units; to reflect inflation and demand for storage in this area. These changes would go into effect starting 11/1/2019. This Motion was seconded by Brandon Hembree and carried by unanimous vote.*
- c. Public Action 2 - After Executive Session: *Brandon Hembree made a motion to Approve gross lease of spaces M209/211 to Red Clay Interactive, Inc., and to authorize the DDA chairman to sign upon final legal review and approval, for:*
 - *Total of 2,765 square feet*
 - *\$26/SF in base rent with 6-month abate period*
 - *\$18/SF in buildout allowance*
 - *2.5% annual increase*
 - *Term of 5.5 years, renewable for an additional 5-year term at then current rate plus 3%*
 - *This Motion was seconded by Allen Jorgenson and was passed by unanimous vote.*
- d. Adjournment: Motion to adjourn by Jack Wolfe, 2nd by Nic Greene at 7:35 PM.