

MEETING MINUTES

BOARD OF DIRECTORS MEETING

March 16, 2016 | 8:00 AM | Con-Ed Human Resource Center | 714 Martin Luther King, Jr. Boulevard
Chair Richard “Dicky” Mopper, Presiding

Board Members Present:

Brad Baugh, John R. Bennett, Gerald Bluett, Stephanie Bock, Aaron Bowman, Barbara Cortese, Theodora L. Gongaware, Jerry Lominack, Richard “Dicky” Mopper, Dawn Morgan, Henry Reed II, Anne Roise, Victor Shernoff, Christine Wacta

Board Members Absent:

Adam Kirk, Tom Kohler, Stephen Palmer, Kris Patel, Connie Pinkerton, Gina Smith, Dorothy Strong, Taylor Watts

Quorum Present?

Yes

Others Present:

Kevin Klinkenberg, Executive Director; Katherine Williams, Program Coordinator; Rob Davis, City of Savannah Business Development Coordinator; Manuel Dominguez, City of Savannah Economic Development Director

I. Call to Order — Dicky Mopper

The Board of Directors meeting of Savannah Development and Renewal Authority was called to order at 8:00 AM on March 16, 2016 at 714 Martin Luther King, Jr. Boulevard by Chair Mopper.

II. Previous Minutes — Dicky Mopper

Mr. Lominack stated that the previous minutes indicated that there were three vacancies on the Board of Directors, but the City of Savannah website displayed only one. Chair Mopper responded that the Clerk of Council had been notified of the error. The advertisement could not be modified; however, as long as SDRA received multiple applications, more than one vacancy would be filled. Chair Mopper made a motion to approve the minutes as presented. The motion passed unanimously.

III. Treasurer’s Report — Kevin Klinkenberg

Mr. Klinkenberg spoke on behalf of Mr. Patel. Copies of the budget vs. actuals for 2016 to-date were enclosed. Mr. Klinkenberg stated that there were no significant updates. He indicated that staff and Mr. Patel were working on a profits-and-loss report for the Savannah Urbanism Series event that took place on February 25th. Mr. Patel had been in discussions with SDRA’s bookkeeper to refine and simplify the Authority’s reports. Board members were given the opportunity to ask questions. Ms. Cortese asked whether SDRA had made a profit from the Savannah Urbanism Series. Mr. Klinkenberg responded that SDRA did not make a profit on the event, but that it was more important to have the first event in the series be a success.

IV. Guest Presentation — Rob Davis

Mr. Klinkenberg introduced Mr. Davis and indicated that he coordinated the Enterprise Zone program, an important incentive for SDRA’s work in development. Mr. Davis gave a brief overview of the Enterprise Zone program’s enabling legislation; its purpose, provisions, and incentives; and the specific Enterprise Zone encompassing the Martin Luther King, Jr. Boulevard and Montgomery Street Corridor. Copies of program materials and Mr. Davis’ contact information were enclosed. Board members were given



the opportunity to ask questions. Ms. Roise asked if there were any conditions regarding housing in the program. Mr. Davis responded that the incentives also applied to housing rehabilitation and construction, provided that the project took place within an Enterprise Zone and that the value of the improvement(s) exceeded the value of the land by a ratio of five-to-one by the Chatham County Tax Assessors valuation. Mr. Klinkenberg asked Mr. Davis to describe an example of a project in the Corridor that utilized the Enterprise Zone program. Mr. Davis gave an overview of the new construction that occurred at 411 Martin Luther King, Jr. Boulevard. The empty lot had been assessed at approximately \$125,000 prior to improvement. To meet the requirements of the program, the developer had to make improvements valued at least \$625,000. The project resulted in a \$2,500,000 investment. Mr. Davis described the benefit of such projects in the community—the City would receive additional tax revenue from the lot over time; the developer would receive tax-abatement incentives for ten years; and the project would serve as a catalyst to revitalization and blight reduction in its surrounding area. Chair Mopper thanked Mr. Davis for his presentation and stated that the Enterprise Zone program would be a valuable tool for development.

V. Savannah Urbanism Series & SDBA — Dicky Mopper

Chair Mopper stated that the first lecture of the series, The Dollars & Sense of Urbanism, had been a great success. Over two hundred people representing a variety of fields in planning and development had been in attendance, and a significant proportion of the audience stayed to participate in the afternoon panel discussion. Chair Mopper commented on the quality of the speakers and the positive implications of the event, specifically an increased awareness of SDRA in the community. Mr. Lominack asked whether any elected officials had attended. Chair Mopper responded that City of Savannah elected officials had intended to be at the conference, but that the event conflicted with a mandatory meeting in Athens, Georgia. The City did send several Department Directors to the conference. Mr. Klinkenberg added that following a request from Mr. Bret Bell, videos of the speakers' presentations and panel discussion would be available on the SGTv channel. Ms. Williams thanked the Board members who had volunteered at the conference for their assistance and support in organizing the event. Chair Mopper stated that Mr. Klinkenberg had been asked to present on SDRA at the March meeting of Savannah Downtown Business Association (SDBA). He indicated that he had received positive feedback from attendees. Mr. Reed added that the presentation described SDRA and its mission very effectively.

VI. State Legislation — Dicky Mopper

Chair Mopper stated that during Savannah-Chatham Day in Atlanta, he and Mr. Klinkenberg had been approached by State Representative J. Craig Gordon to expand SDRA and discuss changes to SDRA's enabling legislation. Chair Mopper and Mr. Klinkenberg had shared with Rep. Gordon some of the revisions the Authority would like to make, such as bonding capacity, and Rep. Gordon had subsequently drafted an amended Act incorporating some of those changes. Chair Mopper indicated that he and Mr. Klinkenberg had been told that the Mayor and Aldermen of the City of Savannah were aware and in support of the proposal, but that there had been a miscommunication. Following conversations with City of Savannah staff, it was determined that City leadership had not been aware of the plan. Chair Mopper stated that he and Mr. Klinkenberg met with the Mayor and Aldermen, who asked that SDRA contact Rep. Gordon and request for the legislation to be stalled until SDRA had the opportunity to discuss the proposed changes with the City. Mr. Klinkenberg added that SDRA would like to work with the City to implement several of the changes in order to make the Authority more effective, and that the topic would be revisited later in the year. Mr. Reed asked whether SDRA had received any feedback from the City Manager regarding the City staff's perspective on the plan. Chair Mopper responded that SDRA had been communicating with the Mayor and Aldermen more so than the City Manager on the matter. Mr. Klinkenberg stated the need for staff to be more diligent and thorough in communicating with City leadership in future to ensure that all parties involved in the process are



informed and in agreement. He added that the assessment of comparable development authorities, which is one of the deliverables stipulated in SDRA's contract with the City, would help the Authority to make the case for having bonding capacity. Mr. Lominack added that one of the proposed changes drafted by Rep. Gordon, specifically the selection process for appointing Board members, should be reevaluated and amended. Ms. Roise stated that the Board should also revisit and explore the change of the SDRA's geographic scope to include Chatham County. Chair Mopper agreed and indicated the Board would use the time prior to the next legislative session to discuss and modify the proposed changes together. Mr. Shernoff suggested that when the time came, SDRA should reconsider a change to its name once its scope and purpose had been determined and defined under the new plan.

VII. Savannah Master Plan – Dicky Mopper

Chair Mopper stated that at the February SDBA meeting, Mayor DeLoach had stated his goal to create a new downtown master plan for Savannah. Chair Mopper had made a comment at the meeting that SDRA had previously produced a master plan, which was never formally adopted, and would like to be involved in the process of drafting a new plan. The Mayor formed and convened a Committee including Chair Mopper, Mr. Klinkenberg, City leadership, and key stakeholders to discuss a process for creating a new plan. At the first meeting, which took place on February 19th, Mr. Klinkenberg made a presentation on the possible approaches the City could take in planning the next steps. Chair Mopper indicated that some members of the Committee would like to invite the Urban Land Institute (ULI) to come to Savannah and establish a technical-advisory panel. Mr. Klinkenberg gave a brief overview of ULI and the services it offers to cities and development entities. Chair Mopper indicated that at the second meeting, several Committee members had expressed interest in hiring ULI to assist in developing the master plan over the next two months. The Mayor ultimately decided to delay that determination in order to allow for more time to consider all potential options. Chair Mopper and Mr. Klinkenberg expressed their support of the Mayor's decision. Board members were given the opportunity to ask questions. Mr. Reed expressed the concern that having a development-focused organization lead the creation of the master plan may result in an emphasis on the priorities of developers at the expense of other necessary considerations in Savannah, such as preservation and the residents. Mr. Lominack suggested that there might be certain university planning programs interested in being involved that could contribute to the process, in addition to those individuals and groups who participated in producing the earlier master plan. Ms. Wacta agreed that the Committee could learn from a local perspective, the earlier plan, and from collaboration with its creators. Chair Mopper indicated that at the first meeting, Mr. Klinkenberg had suggested reviewing the previous plan and its contributors in order to streamline and expedite the process of drafting a new one. Ms. Roise added that the City could utilize ULI as a consultant or in another capacity rather than as the leader of the effort. Chair Mopper indicated that ULI had specific services from which clients could choose, and that all of the professionals representing ULI who would provide those services in Savannah would not receive a salary. The full amount of ULI's fee would go toward program expenses and the Institute's operations. Mr. Klinkenberg added that the professionals would also waive their rights to pursue any development projects subsequent to their assistance. Mr. Dominguez asked to what extent SDRA felt that the new master plan would constitute an update of the previous plan, or a divergence from the previous plan in scope or recommendations. Mr. Lominack responded that a master plan should function as a working document to be updated regularly. Mr. Klinkenberg added that a majority of the plan's principles remained valuable and relevant; some modifications would need to be made to reflect and address the changes in the market, and the geographic scope would need to be expanded to focus not only on the National Historic Landmark District. Chair Mopper expressed his appreciation that SDRA had been given the opportunity to serve as a contributor and leader in the process.



VIII. Open Board Seat Applications – Dicky Mopper

Chair Mopper referenced the earlier discussion under the Previous Minutes line item. Board members were given the opportunity to ask questions.

IX. Additional Director At-Large Position – Dicky Mopper

Chair Mopper indicated that there was a vacancy on the Executive Committee, and the Committee had selected and reached out to Mr. Lominack to offer him the position of additional Director At-Large. He stated that Mr. Lominack's unique perspective, extensive experience and community knowledge, and long-term commitment to SDRA would be beneficial to the Committee. Chair Mopper made a motion to appoint Mr. Lominack to the Executive Committee as the additional Director At-Large. The motion passed unanimously.

X. Board Meeting Time Survey – Katherine Williams

Ms. Williams stated that SDRA staff had distributed a survey to Board members regarding their preferred start time for Board of Directors meetings. She gave a brief presentation and overview of the survey and its results. In the survey, Board members had been given the option to select either 8:00 or 8:30 AM or submit another time, and had been asked how important the matter was to them. A majority of Board members had selected 8:30 AM as their preferred time, and on average those who selected 8:30 AM had responded that the matter was more important than those who selected 8:00 AM or another time. Board members were given the opportunity to ask questions. Mr. Shernoff asked how the Board should proceed. Ms. Morgan noted the difficulty of meeting at 8:00 AM given scheduling conflicts with the school system. Mr. Shernoff made a motion to change the meeting time to 8:30 AM, effective in August 2016. Chair Mopper stated the importance of setting policies that Board and Committee members could accommodate. Ms. Cortese noted the shifting demographics of the workforce—and consequently of future members of the Board of Directors—and that SDRA would need to be responsive to increasingly common conditions in that workforce, such as childcare. Chair Mopper agreed and called for a vote on Mr. Shernoff's motion. The motion passed unanimously.

XI. Committee Report Discussion Items – Kevin Klinkenberg

Copies of Committee Reports were enclosed. Board members were given the opportunity to ask questions. Mr. Bennett stated that the Planning and Advocacy Committee would meet that afternoon at Savannah Bicycle Campaign. He encouraged any Board members interested in reviewing the results of SDRA's planning charrette on Bull Street to attend.

XII. Executive Director's Report Discussion Items – Kevin Klinkenberg

Copies of the Executive Director's Report were enclosed. Board members were given the opportunity to ask questions. Chair Mopper noted the benefit and usefulness of the reports to the Board.

XIII. Golden Broom Award – Katherine Williams

Ms. Williams gave a presentation and overview of the five nominees for the Golden Broom Award received by SDRA from the community. She added that the Executive Committee typically selected three nominees to be presented to the Board, which would then vote for one of the three to receive the award; however, the Committee had not made any selections. She also described the comments submitted along with the nominations. Board members discussed the relative merits of each nominee. Ms. Williams indicated that in the case of certain nominations, the nominated business or organization had recently completed renovations or other improvements. She stated that given the award program's requirement that the business or organization must have been in operation for at least a year, she would like for the Board to make a determination as to whether a similar time requirement should be applied to building improvements if they were to be considered as a factor in the particular nominee's eligibility.



to win the award. Mr. Lominack stated that there should be some condition regarding time in order to ensure that the establishment had demonstrated its commitment to maintaining its property and streetscape. Chair Mopper reiterated the importance of selecting establishments that were consistent, and stated that the purpose of the award was to recognize cleanliness and maintenance more so than improvements or preservation. Mr. Shernoff asked whether SDRA could allow for nominations from the previous year to be considered. Ms. Williams responded that SDRA staff had planned for nominated businesses to remain eligible through a calendar year, after which time they would need to be nominated again, in order to ensure that the selection process for the Golden Broom Award remained up to date with current conditions in downtown. She also noted that she had received all of the nominations directly from community members. She added that one of the nominees, The Marshall House, had previously received the award. Ms. Roise asked if SDRA had a policy regarding a business or organization winning the award more than once. Chair Mopper responded that establishments were eligible to receive the award multiple times; both Parker's and E. Shaver, Booksellers had been received the award twice. Ms. Wacta indicated that she understood the provision that an establishment must have been in operation for a year, but that SDRA should provide some encouragement or incentive for those businesses that were not yet eligible but had been maintaining their properties. Ms. Williams responded that each quarter, she sent letters to all businesses that were nominated but did not receive the award to thank them for their commitment and contributions to downtown Savannah. She added that she could include a comment to those businesses that were not selected because they were ineligible to explain the time provision and encourage them to continue their efforts. Chair Mopper asked when SDRA would give the next award. Mr. Klinkenberg indicated that because it was the end of the first quarter, the Board would typically need to make a selection at the present meeting in order to bestow the award on a quarterly basis. Chair Mopper suggested that SDRA could issue another call for nominations rather than select from the current nominees. He stated that SDRA needed to expand its outreach in the community in order to increase awareness about the award and receive more nominations. Mr. Lominack stated the need to have criteria for the award. Ms. Williams responded that the previously established criteria for the award were listed on SDRA's website. After additional discussion regarding the nominees, Chair Mopper proposed that the Board forego selecting an award recipient for the first quarter. Mr. Reed responded that SDRA should have a policy regarding omitting a quarterly award. Ms. Cortese asked whether properties owned and maintained by the City of Savannah would be eligible. Chair Mopper responded that City buildings generally were not eligible because their maintenance was funded by tax dollars. Ms. Cortese reiterated Mr. Shernoff's statements and suggested that SDRA reconsider some of the nominations made in 2015. Mr. Lominack stated that the award was intended to recognize excellence, and that award recipients should be selected based on that standard. Chair Mopper asked for Board members to indicate whether they would like to forego a vote and revisit the topic at the next meeting. The Board agreed by majority rule to reissue a call for nominations, and select a winner at its next meeting in April.

XIV. Better Block in Starland, April 1st — Dawn Morgan & Katherine Williams

Ms. Morgan stated that SDRA would host a Better Block event on Bull Street in partnership with Art Rise Savannah. Copies of promotional materials for the event were enclosed. Ms. Williams indicated that the event would take place from 3:00 to 9:00 PM, with setup beginning at 1:00 PM. Ms. Morgan stated that SDRA would have its own booth, information, and displays at the event, and asked for Board volunteers to assist throughout the day. She noted that it would be a great opportunity for SDRA to partner with businesses and community groups in the Starland District. The event would be organized in conjunction with the 50th First Friday Art March. Ms. Morgan indicated that several members of the Marketing and Promotions Committee would be out of town on April 1st, and that Board participation would be essential to ensure that the event was a success. Mr. Klinkenberg added that he and Ms. Williams would also be absent for part of the event because they were both speaking at the urban-planning conference



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hosted by Savannah State University that day. Ms. Morgan stated that in contrast with SDRA's previous community activities, the Better Block would focus on encouraging and receiving community feedback regarding the development of the area. She asked for Board members to invite representatives from any other community groups that might be interested in holding a similar event in their neighborhood, so that SDRA could connect with them and demonstrate the Better Block process. Ms. Williams added that SDRA would present the results of its planning charrette at the event, and that SDRA's interns were planning to implement several streetscape improvements on the day. Ms. Roise asked whether Savannah Bicycle Campaign (SBC) was involved. Mr. Bennett responded that he had spoken with Mr. Edminster, Executive Director of Art Rise Savannah, about having a bicycle valet at the event; however, Mr. Bennett would also be absent for part of the event due to the urban-planning conference. Ms. Morgan stated that the Board volunteers could assist SBC if needed. Several Board members indicated that they would volunteer.

XV. 2016 Sponsorship Plan — Kevin Klinkenberg

Mr. Klinkenberg stated that SDRA had not dedicated significant attention to its sponsorship plan in the first quarter. He suggested that the Board and staff focus on making the Better Block event a success; following that and the Savannah Urbanism Series, SDRA would have two quality programs to reference when demonstrating its mission and impact to prospective contributors. He stated that these events would benefit SDRA as it began to implement its sponsorship plan moving forward. Ms. Morgan stated that the next Better Block event would take place in May in partnership with Historic Savannah Foundation.

XVI. Old Business — Dicky Mopper

No old business.

XVII. New Business — Dicky Mopper

Mr. Klinkenberg stated that Ms. Williams had attended the annual Georgia Downtown Association (GDA) conference, which took place the previous week in Athens. Ms. Williams gave a brief overview of the information she gained from the conference, specifically a training regarding Downtown Development Authorities. She offered to share the event materials with any interested Board members. Mr. Klinkenberg stated that SDRA's intern Mr. Obaro Miller recently welcomed a son into his family. He also indicated that the previous week, he and Mr. Eric Brown had traveled to Seattle to advocate for Savannah to be the host of the 2018 Congress for New Urbanism (CNU) conference, and that Savannah had been selected. The event was in the early stages of development, but would likely take place in May so that university students could attend.

XVIII. Adjournment — Dicky Mopper

Meeting adjourned at 9:20 AM | Minutes submitted by: Kris Patel

