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| **South Fulton CID Board Members & Staff Present:** | **Guests:** |
| Kent Mason, ChairmanMark Shugart, Secretary/TreasurerLisa Pittman Todd Ward Monica MillerJim SamsJoddie Gray, CID Executive DirectorAutumn Siebold, Marketing lead Lynn Rainey, Rainey & Vaughan, LLC Mark Sanders, Sanders and Assoc.Mark Sanders, Jr., Sanders and Assoc.  | Lester Thompson, City of FairburnWade Carroll, Pond and CompanyScott Jordan, SEIMatt Kimberly, SEIBrian Dorelus, Aerotropolis **Minutes by:** Joddie Gray   |
| **CID Board Members Not Present:**Matt Luellen, Vice-ChairMark PhillipsElijah Thompson**Date/Meeting Location:** |
| December 6, 2024 at 1:00Video Teleconference |
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# **Call to Order**

Kent Mason called the meeting to order and there was a quorum present. The public was provided information on attending the meeting via teleconference prior to the meeting.

# **Legislative and Economic Development Updates**

Mr. Sanders Jr. provided a revenue update for the state, which is slightly down over this time last year. The General Assembly will convene Monday, January 13, 2025, and Governor Kemp’s State of the State Address and budget recommendations will release January 16.

Mr. Sanders discussed holding the South Fulton CID Legislative Reception in February 2025. The Board discussed possible dates. Ms. Gray will send out a poll to determine the best date.

Ms. Gray noted that the CID is sponsoring State of the Aerotropolis on December 13th. She and the Chairman will be in attendance.

# **Meeting Notes**

Mr. Sams made a motion to approve the Minutes of the October 25, 2024 South Fulton CID Board meeting. The motion was seconded by Ms. Miller and passed unanimously.

# **Project Updates**

**SR 74 at I-85 Interchange**

Ms. Gray provided an update on upcoming construction activities for the SR 74 at I-85 interchange and noted that the CID will be posting GDOT’s updates on our Linked In page and in the future on the Fairburn park and ride Facebook page.

**Freight and Sustainability Plan**

Ms. Gray is working on the RFP for the Freight and Sustainability plan. She expects the contract with GDOT for the funds in Q1 2025 and will ideally go out to bid end of Q1/early Q2.

**SC Johnson Turn Lane**

Ms. Gray reported that the right of way acquisition is finalized. GDOT requested a tree plan, which was completed. Waiting on the GDOT permit.

**Gullatt Road Interchange Justification Report (IJR)**

Ms. Gray stated that the consultants are working on the Build Operational analysis and alternatives design concept.

**OIB Extension to Gullatt Road**

Ms. Gray reported that the recent geotechnical investigation showed that any rock encountered during the construction of the project should be minimal and should not impact our current alignment and profile in the new location area. The 60% Plan Submittal is currently scheduled for mid-February 2025, at which time right of way acquisition will begin.

**SR74 at US 29 and McLarin Road**

Ms. Gray reported both interchanges are completed and shared photos that Lester Thompson had taken at each of the sites.

**Reclamation Projects**

Ms. Gray showcased photos of the reclamation projects. All paving has been completed and the remaining tasks are the final thermoplastic striping and installation of the permanent grassing. Ms. Gray will provide our logo to add to the Fairburn TSPOLST signage.

# **Expansion**

Ms. Gray provided the progress to date on the expansion. Upcoming work includes:

* **Customized Outreach Plans:** Implementing tailored outreach strategies for each zone to increase property owner engagement and conversations towards consent.
* **Community Partnership Development:** Expanding collaborations with local governments and organizations to address public safety and beautification priorities.
* **Updated Materials Rollout:** Launching updated collateral, including website enhancements, handouts, and social media campaigns, to support outreach efforts.

# **MARTA Bus Network Design**

Ms. Gray showcased the impact of the MARTA bus network design on the CID. Route 188 is going to be replaced by on demand services in late 2025. She shared some of the facts about the on-demand service, but there is a lot that remains unknown. She will be following up with MARTA to gather more information.

# **Year End Marketing Updates**

Autumn Siebold provided an overview of the annual performance of CID Marketing initiatives:

* **Linked In:** There was a 42% growth with 85 followers. Performance spiked with minor paid boosts.
* **Website:** Exceeded goals with 263 unique users for months and 50% of searches coming through google search, showcasing strong SEO. Site traffic spiked with paid Facebook ads.
* **Fairburn Park and Ride:** Webpage and Facebook following increased, but event goals fell short with only 47 attendees at the coffee events. Mr. Thompson reported that the park and ride is about half full at this point.

The 2025 strategy will be focused on continued Linked in engagement, a website overhaul, promting CID project information, and SR 74 at I-85 construction updates.

**Financials**

Mr. Shugart stated that there were no significant updates or budget variations to report. Ms. Gray transferred funds from checking to the CID’s investment account.

**Aerotropolis Update**

Mr. Dorelus reported that the Aerotropolis is planning several career fairs. He will be sending additional information and hopes the Board members will participate.

# **Next Meeting/Adjournment**

Ms. Gray requested that the meeting be moved due to a personal obligation. The Board determined Jan. 31st is a good date. The remaining meetings will be the fourth Friday of each month.

The meeting adjourned at 1:43 p.m.

*Meeting Minutes approved by the South Fulton Community Improvement District Board of Directors this \_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 2024.*

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 *Secretary*