

Sugarloaf Community Improvement District
Minutes of
Board of Directors Retreat
1818 Club
6500 Sugarloaf Parkway
Duluth, GA 30097
Judy Waters Room
October 23, 2020 – 8:00 a.m.

Board Members In Attendance

Brand Morgan - Chair
Jim Ezell – Vice-Chair
Cole Hudgens
Joe Macrina

Staff

Alyssa Davis – Executive Director

Additional Officers In Attendance

Scott Meadows – Secretary

Minutes

Chairman Morgan called to order the board retreat of the Sugarloaf Community Improvement District Board of Directors.

Rob Froehbrodt of Plan Your Steps, LLC facilitated the retreat session. After introductions, Ms. Davis introduced one topic of CID business, circulating redesigned gateway signage for board member feedback. After a brief discussion, Mr. Froehbrodt reviewed the agenda and kicked off the retreat session. He led the board through the results of a questionnaire board members completed before the session to track CID progress. Mr. Froehbrodt then led the discussion about CID expansion efforts and the expansion goals for 2021-2023. The next topic discussed was transportation. The CID board members individually prioritized transportation projects, and then compiled the results. Mr. Froehbrodt then led a discussion about the CID's identity as "Downtown Gwinnett" and the CID's digital and physical branding. The meeting wrapped up with a discussion about board retention and meeting the CID's expectations.

Mr. Froehbrodt will provide a report summarizing the feedback. This will be used to create a new three-year strategic plan for the CID for 2021-2023.

Our next board meeting will be held on November 12, 9:30 a.m., at the Gwinnett Chamber.

The meeting adjourned at 10:25 a.m.

Approved by the Sugarloaf CID Board of Directors this 12th day of November, 2020.



Secretary