

**Sugarloaf Community Improvement District
Minutes of Board of Directors Retreat
1818 Club - Chicago Room
6500 Sugarloaf Parkway
Duluth, GA 30097
November 4, 2021 – 9:00 a.m.**

Board Members in Attendance

Brand Morgan – Chair
Jim Ezell – Vice-Chair
Norwood Davis
Om DugGal
Cole Hudgens
Joe Macrina

Staff

Alyssa Davis – Executive Director

Guests

Kathy Keeley, Georgia Center for Nonprofits

Additional Officers in Attendance

Scott Meadows – Secretary
Stan Hall – Treasurer

Minutes

Chairman Morgan called to order the Board retreat of the Sugarloaf Community Improvement District Board of Directors at 9:00 a.m. Kathy Keeley of the Georgia Center for Nonprofits facilitated the retreat session.

Ms. Davis introduced one topic of CID business by circulating two new price estimates for gateway signage and requesting feedback from the Board. After a brief discussion on the signage, Ms. Keeley started the retreat session with introductions and a discussion of trends. She led the board through a Strength, Weakness, Opportunity, and Threat (SWOT) Analysis. Ms. Keeley then led a discussion about the CID's expansion efforts and potential tactics to attract new members.

Additional discussion topics included the CID's priorities for three key areas – safety, beautification efforts, and transportation. The group then discussed the CID's role in influencing current issues such as transit and mixed-use development.

Ms. Keeley will provide a report summarizing the Board's discussions and key points. This report will be used to create a new three-year strategic plan for the CID for 2022-2024.

The next Board meeting will be held on November 11 at 9:30 a.m., at the Gwinnett Chamber.

The meeting adjourned at 11:30 a.m.

Approved by the Sugarloaf CID Board of Directors this 11th day of November, 2021.



Secretary