

**Community Benefits Plan Committee Meeting**  
**City Hall – Old Council Chambers**  
**Wednesday, October 23, 2013**

**Chair: Michael Julian Bond**

*Transcribed by: Mackenzie Madden, Westside Communities Alliance*

Castleberry Hill Presentation:

- Held 2 community engagement meetings, 1 at night and 1 during the day
- Over 100 people were in attendance, business owners as well as residents
- Topic covered were: safety/security, quality of life, transportation, and economic development
- Items need enforcement – noise ordinances, public urination, public event parking & tailgating
- Castleberry Hill gateways that brand it as an arts/business/residential community and wayfinding signage to highways and businesses.
- Fix one-way streets that get people lost
- Get a Castleberry Hill police precinct to aid in preventing drunken fan assault
- Property tax abatement – empowerment zone
- Development corporation and a CID
- Update and actually follow through the master plan
- Community center and parking structure (not lot)
- Redevelopment of historic railroad spur into park, the property currently has \$60,000 worth of debt
- General maintenance – street sweeping and street lights.
- High priority streets are Walker, Peters, and Nelson.

Update on Survey:

Committee had a month to complete the survey

- There was a 75% response rate, 12 out of 17.
- NPU-L did not turn one in because it was flawed and not reflective of information they suggested, Yvonne Jones, instead, submitted a separate report.
- Other comments: it is not reflective of past several meetings.
- CHNA also submitted a separate report.
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Ernestine Garey: It is not a scientific survey. Approved projects will still have to go through a funding review process; only want ideas of initiatives as a roadmap.

Michael Bond: Why is the committee being spoon-fed instead of talked to?

Suzanne Baer: When will problems be addressed instead of projects?

### Floor Yielded to Arthur M. Blank Family Foundation (Penny McPhee):

- Blank is committed to making a change on the Westside.
- Blank dollars built Vine City Park
- The Youth Foundation works in Bethune Elementary
- We distributed thousands of pounds of fresh food
- Worked with Wal-Mart to label healthy food and hoping to get that nationalized
- Gave a grant to KIPP charter school
- Educare (a Warren Buffett program) is ready to invest in the Westside
- We've heard workforce development
  - Blank has committed to create a pipeline of jobs for stadium construction and operations.
  - First area of catchment for the pipeline is the three neighborhoods (Castleberry Hill, English Avenue, Vine City)
  - We need your help recruiting
  - A plethora of national organizations such as Jobs for the Future and Accelerating Opportunity could be utilized.

### Questions for AMBFF:

- How do you address unique needs like infrastructure?
  - City needs to deal with that
- Do you consider safety a priority?
  - City also needs to address abandoned buildings, police etc., platform but no role for AMBFF
- Entrepreneurship incubators to bring incubators
  - AMBFF is about partnership and leverage – this is not about us, but the ownership of the community. We have relationships with the business and non-profit communities.
- Have you talked to the City about how money works together?
  - Both can have a board and MoU and they can stay in silos. For example, Invest Atlanta can pay for space and AMBFF can pay for programming.
- The fact that you're looking for a spot already is the problem.
- Why isn't the Georgia Dome being used for job training?
  - The space is inappropriate
- Will you keep information private?

### Westside TAD gives out a handout:

- November 20<sup>th</sup> is the opening of the request for qualifications for technical assistance services to those interested in competing for funds
- No dates for Community Improvement Funds yet
- Approximately 90 days will be given to submit applications
- People choose technical assistance providers, get 40 hours, Invest Atlanta pays up to \$50/hour

Mable Thomas: I don't care how smart Georgia Tech is, or the unions area. We have smart people in the community. Listen to what the neighborhoods say they want and don't take documents into consideration that make us want to fight each other. To Georgia Tech – we are not research subjects, we are human beings.

Invest Atlanta: Survey will come into play with community – a great application may lose out due to it being a low priority on the survey.

Mother Moore: Why isn't anybody upset about the fiscal matters holding off on TAD and hotel/motel dollars? Why are we submitting proposals if the plan isn't official?

Tracey Bates: Why did Castleberry Hill give their own presentation but English Avenue and Vine City get wrapped into the APD report? It sounds different when we can speak for ourselves. Investment does not equal change.

Michael Dobbins: Can committee require the language of McPhee into the legislation? Can we focus on the overarching \$1B project like the pipeline implies?

Vicky Li: what is the role of signees of the Plan?

Answer: It is a P-L-A-N, an agreement will follow in an MoU (between GWCC, Falcons, City, etc.). The attorney from Invest Atlanta says: percentage minority provisions, flood mitigations, etc.

Carrie Salvary: Will there be a monitoring/evaluation element?

Ivory Young: Previous projects did not produce a transformation. We won't buy into the rhetoric that new dollars can finally produce a transformation. "Good intentions have not resulted in a perfect process". I have yet to see the results. "I will not vote on anything for expedience. We need to get it right this time."

Deborah Scott: When we were in the hall, drafting this language, we didn't think about process. But I have several contacts from across the nation from conferences who could come here to help.

English Avenue resident: Who will actually write the language?

Answer: First draft will be written by Invest Atlanta using the survey, APD report, feedback from Castleberry Hill, Carrie Salvary, and Michael Dobbins and will be made public at meetings.

Tillman Ward: What is the definition of transformative and catalytic? Will Invest Atlanta encourage REAL partnerships with people around the stadium, or joint ventures?

Answer: Catalytic projects happen on the exterior of communities because they are visual. Transformative projects are catalysts for new development.

Old Business:

All communities in future meetings will present on their behalf.

How are we accepting documents from community?

We are using it to craft the agreement.

Suzanne Baer: We have identified 10-12 folks that need to be reached out to. For instance, we need GDOT, Falcons, architects, parking, APD, Code Enforcement, and lighting.

Robin Gagnon: Looking at environmental impacts. Example of a current problem: Reclassifying city blocks in a historic district to surface parking. Request that the Zoning review Board weighs the need to prohibit speedy changes. Councilmembers put forth legislation that overlays current zones. Why can't the Falcons build on their own parking instead of developers?

Makeda Johnson: Working since July, we have accomplished nothing. Ground is breaking in March 2014, we need to hurry up and have work sessions so that we can prepare our residents for the jobs.

Reverend: Committee needs to have information ahead of time.

Ivory Young: \$30M is not a lot of money, can we ask Invest Atlanta, finance/law team at the City to develop a white paper that demonstrates value of directing \$1.3B towards community to the Falcons. What are the benefits if we have cooperation and a financial institution to make available funds (out of order). District 3 council members require such white paper because of NFL requires approval of fun base or else they will move outside city limits.

Michael Bond: We don't need to hear endless presentations. "The sky is blue. We know the problems."