

# **McPherson Implementing Local Redevelopment Authority**

Board Strategic Planning Meeting

June 17, 2015

A Strategic Planning Meeting of the McPherson Implementing Local Redevelopment Authority (MILRA) was held on Wednesday, June 17, 2015 at 1794 Walker Ave. Atlanta, GA 30310.

## **Board Members:**

Felker Ward, Jr., Chairman  
Richard Holmes, Vice Chair  
Chandra Houston, Secretary  
John Akin, Treasurer  
Kenneth Deleon  
Meredith Lilly  
Brian McGowan  
Aaron Watson  
Thomas Weyandt

## **Ex-Officio:**

Joyce Sheperd, Atlanta City Councilmember

## **Staff, Legal Counsel and Others:**

Brian Hooker, MILRA  
Sandra Tennyson, MILRA  
Darlene Hawksley, MILRA  
Michael Lusk, MILRA  
James McCormick, MILRA  
Kenneth Neighbors, Attorney, Greenberg Traurig  
Mia McKinney, MILRA Fellow  
Glennis Lofland, MILRA Fellow  
Stefan Martinez-Ruiz, MILRA Fellow

## **Guests:**

Cleta Winslow, Atlanta City Councilmember  
Ralph Brown, Brown Group Design Group  
Michele Rall, Epsten Group  
Lee Hunter, GDOT  
Michael Hightower, The Collaborative Firm  
Alan Holmes  
Melvin Buchanan, Goode Van Slyke Architecture  
Adrienne Proeller, NPUX Capitol View Manor  
Barbara Washington, Atlanta City Council Staff  
Chioke Duckett, Duckett Design Group  
Bill Tunnell, TSW

Al A. Carter, Atlanta City Council Staff

**Announcements and Welcome:**

Julie Stuart, of Making Ideas Visible, spearheaded the meeting with a brief introduction of herself and what her goals were for the day long open discussion with the MILRA Board members, Staff and Public attendees.

Below is the agenda for the Strategic Planning Meeting:

<b><u>8:00</u></b>	Welcome, Introduction and Ground Rules
<b><u>8:30</u></b>	Overview of the Project
<b><u>9:00</u></b>	Beliefs and Posits – getting to our “Why?”
<b><u>10:00</u></b>	Mission and SMART goals (breakout groups)
<b><u>12:00</u></b>	Working Lunch
<b><u>1:00</u></b>	ULI Technical Assistance Panel presentation
<b><u>2:00</u></b>	Group Discussion
<b><u>2:20</u></b>	Tactics: Identifying what needs to be done (breakout groups)
<b><u>4:00</u></b>	Breakout Groups Report
<b><u>4:30</u></b>	Wrap-Up and Next Steps

The Chairman of MILRA welcomed the guests and gave a brief summary of the conception of MILRA from beginning to now—also acknowledging that this was the first meeting of its type that the community was involved in. He extended thanks to all attendees.

The Executive Director, Brian Hooker, gave a thorough synopsis of the forming of McPherson’s Planning to its Implementing phase. Mr. Hooker recapped the creation of the 2007 Research/Bio-Science Park plan and community input and later revisions developed after the real estate market and the economy crashed that became the 2010 Master Plan.

Mr. Hooker spoke about plans going forward, including MILRA’s maintenance of the Campbellton Road and Lee Street frontages and the creation of jobs through the TPS deal. He also emphasized that MILRA will maintain its homelessness commitments first introduced by former Mayor Shirley Franklin.

There were multiple activities that each attendee participated in to help outline why and how MILRA will be charged to redevelop the area. Each participant had the opportunity to ask questions, make comments, and offer suggestions on what they felt was essential to this planning process.

Monte Wilson, Barbra Kovacs Black, Rod Mullice, and Janet Bozeman, Barbra Kovacs Black, all members of the ULI Technical Assistance Panel (TAP), gave a brief update

from their two day work session held on June 3-4, 2015 at MILRA's Office. Below is a summary of their recommended Action Plan.

**Short Term (0 – 6 months)**

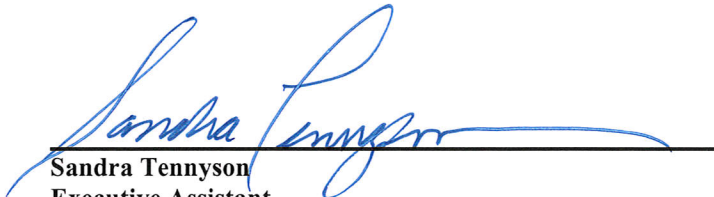
- Build Development Team
- Forge Alliances & Partnerships
- Create Master Developer Strategy
- Create Brand & start marketing
- Create 501(c)3 Foundation focused on the community & the Ft. Mac Legacy

**Mid-Term (6 months - 2 years)**

- Create a Vision & Framework Plan
- Identify & Quantify Infrastructure Cost
- Conduct Market Research & Financial Analysis
- Implement Edge improvement & Greenspace plan
- Implement Phase I of Historic Village
- Execute Production Supported Retail Project
- Implement other Phase I projects based on market research

**Long Term (2 - 5 years)**


- Develop strategy for beyond the 144 acres
- Community Building & Impact
- Develop Conversion strategy (Non-taxable properties to taxable)



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Sandra Tennyson  
Executive Assistant

**Approved By**



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Executive Director  
Brian Hooker