

MINUTES

BOARD OF DIRECTORS, CENTRAL ATLANTA PROGRESS, INC.

8:00 AM, JUNE 1, 1967, BEL-AIR HOTEL

PRESENT:

Eugene Yates
for E. I. Hatch
Cecil Alexander
Henry Bowden
Richard W. Courts
L. Glenn Dewberry
Harold T. Patterson
Cliff Kirtland
for Leonard Reinsch
Hugh I. Richardson, Sr.
W. Lee Burge
Thomas G. Cousins
George S. Craft
Frank M. Malone

Joe LaBoon
for W. L. Lee
Rolland A. Maxwell
Richard Oglesby
Richard H. Rich
Mrs. Caroline M. Selig
Alex W. Smith
John C. Portman
Jack Tarver
Jack Burton for
Gordon Jones
Robert W. Bivens
Donald G. Ingram
Charles C. Carrington

ABSENT:

Jack Adair
Milton Farris
Hix H. Green
W. O. DuVall
Alfred D. Kennedy
Pollard Turman
J. Paul Austin
Joseph E. Birnie

Alvin B. Cates
R. Howard Dobbs, Jr.
Mills B. Lane
Lucien E. Oliver
James D. Robinson, Jr.
Robert M. Wood
Jesse Shelton

President Alex W. Smith presided and called the meeting to order.

1. President Smith introduced Mr. Charles C. Carrington, who was joining the staff as the third professional on the Central Atlanta Progress, Inc., staff.
2. Upon motion made, seconded and carried, Minutes of the May 4th Directors' Meeting were accepted as written and previously mailed to all Directors.
3. Next, President Smith reported that the Downtown Beautification Committee (Chairman Mills B. Lane) had met on May 29th to consider downtown beautification and initiate appropriate action.

4. Next, Mr. George Craft, Chairman of the Membership Committee, reported the following highlights of membership to date:

Executive Committee paid to date	\$ 81,500
Other new Directors paid to date	14,500
Central/Uptown Members paid to date (new dues schedule)	7,975
<u>TOTAL PAID TO DATE</u>	<u>\$103,975</u>

Other income potential, 1967:

New Directors	\$ 15,000
Other Central/Uptown Members	10,000
	<u>\$ 25,000</u>

He reported that the response has been outstanding, with minimum follow-up needed.

5. Next, Mr. Frank Malone, Chairman, reported that the Ways and Means Committee met on May 25th to consider a specific work program for the organization and how it should be undertaken. Mr. Malone asked Executive Director Bivens to present the alternatives considered and the recommended course of action.

Mr. Bivens explained the urgency of initiating a formal "plan" or "action program" for Central Atlanta. He explained that other elements such as community renewal, rapid transit, public housing, and highways are being planned extensively without any planning for the most important part of the wheel - the hub. He cited recent news articles in which the City is considering Federal funds for a "downtown plan." He pointed out that planning for the Central Core is going to be done, either by default or through initiative of the business sector; by positive, cohesive action, or by reaction.

Mr. Bivens then described the various alternatives for Central Atlanta planning as considered by the Ways and Means Committee:

1. By the City Planning Department
2. By the Atlanta Regional Metropolitan Planning Commission
3. By the Rapid Transit Authority
4. By outside consultants as coordinator
5. By Central Atlanta Progress, Inc., with public agency help.

The first four alternatives were considered unsatisfactory because of: (1) the lack of built-in involvement of the business community necessary to assure practical planning, (2) the urgency, and (3) the need for follow-through and a positive implementation schedule.

*CIP
Dept.
than majority
of work in
CBD.*

✓ Alternate #5 was considered to be the only approach capable of fulfilling the needs for action in Central Atlanta within critical time limits.

Cost of developing such a program is estimated in the \$250,000-350,000 range.

✓ Rather than the slow, cumbersome, and historically ineffective approach of dependence on Federal planning funds, it is proposed that the Central Atlanta Progress budget be used in lieu of Federal funds and matched by the City as follows:

- ✓ From Central Atlanta Progress budget \$200,000 (staff time and facilities)
- ✓ From City of Atlanta 100,000 (cash & services)
- > Possible Federal matching funds 50,000 (to be used on non-critical elements only)

State funds (to be investigated as a possibility)

UNKNOWN

TOTAL

\$350,000 over a 1½ year period

It is contemplated that specific working arrangements be spelled out through memoranda of agreement with all involved public agencies. The proposed steps and timetable are as follows:

STEPS AND TIMETABLE

1. Ways and Means Committee action 5/25/67
2. Action by Board of Directors 6/ 1/67
3. Informal agreement of Mayor, Aldermen 6/15/67
4. Memoranda of Agreement: 7/ 1/67
 - City
 - ARMPC (sub-area study)
 - State County
5. Develop policy/technical structure
6. Start formal program development 8/ 1/67
7. Review with public agencies/business community continuous
8. Public relations and public support continuous
9. Official adoption of Plans & Program December, 1968
10. Implementation, Review and Adjustments continuing **

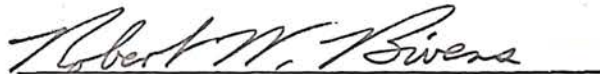
** Some urgent, clear-cut elements would be initiated at the outset, and implemented from such funds as operating budgets and bond issues.

✓ (A copy of the type of structure for developing this program is attached.)

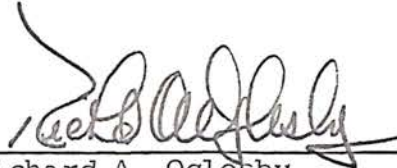
Mr. Malone made a motion, which was seconded and carried unanimously, that Alternate #5 be adopted, as described above, and that a committee be appointed to present it to the Mayor.

President Smith asked Mr. Malone and Mr. Robinson to serve on a committee to present this proposal to the Mayor as soon as possible.

There being no further business, the meeting adjourned at 9:00 AM.



Robert W. Bivens
EXECUTIVE DIRECTOR



Richard A. Oglesby
SECRETARY