Atlanta City Council adopted legislation creating and regulating the Atlanta Arts & Entertainment District (the “District”) in June 2017. A portion of that legislative action included the authorization of a Cooperation Agreement between the City of Atlanta and the Atlanta Downtown Improvement District (ADID), a community improvement district that provides governmental services on behalf of Downtown property owners as a private 501(c)(3) corporation, to manage the District. Operations and decision-making related to the District will be governed by Board of Directors of ADID. Following the creation of the District, work is now underway by ADID to bring the District vision to life. A key component of the management and oversight of the District will be the creation of an Advisory Committee to the ADID Board of Directors.

The Advisory Committee (the “Committee”) is intended provide a venue for the Board of Directors to receive input and insight from District stakeholders who have an interest in both the permitting of sign locations, as well as the activation and programming of the District. The Committee will participate in sign permit review, programming selection and other operations of the District. The initial Committee composition has been identified as 12 individuals to be populated by Downtown stakeholders that represent the diversity of the residential, business, entertainment, culture and arts community of the District. The current list of proposed appointments to the Committee is Attachment A.

The following guidelines and processes will direct the initial appointment of individuals to serve on the inaugural Committee for a term of 15 months (expiring December 2018.) Following the initial appointment process and with input from the Committee the guidelines and processes can be modified for future appointments.

All appointments to the Committee are subject to ratification by the Board of Directors.

**Residential Based Appointments**

Three positions are to be appointed by neighborhood associations whose geographies include areas within the District. ADID will notify each of the three associations of the opportunity to appoint a representative to represent each association. The associations shall each be responsible for determining the desired appointment process suitable to each organization.

There are two additional Committee positions to be filled by “District Residents” but that are not appointed by neighborhood associations. The following definitions shall apply to those positions:

- **District Residents** – any individual who maintains a permanent residence, either by ownership or lease agreement, within the District boundary and the boundaries of the Atlanta Downtown Neighborhood Association.

- **Downtown North** – the geographic areas within the District boundary that are located north of Andrew Young International Boulevard (including its previous right-of-way through Centennial Olympic Park)

- **Downtown South** – the geographic areas within the District boundary that are located south of Andrew Young International Boulevard (including its previous right-of-way through Centennial Olympic Park)
Proof of Residency – documentation of name and address within the District including any of the following: current utility bill including landline telephone, electric, water, gas, cable, etc. or current rental/mortgage contract or receipt including deed of sale for property

The process for the appointment of individuals to these two positions shall be as follows:

1. ADID will make known the opportunity for nomination. ADID will contact the Atlanta Downtown Neighborhood Association and make reasonable efforts to contact homeowners associations and property managers for all known residential buildings within the District to share the nomination announcement.
2. A nomination form (Attachment B) will be made available.
3. All District materials, including the nomination announcement and nomination form will be available on-line at http://www.atlantadowntown.com/initiatives/atl-arts-and-entertainment-sign-district
4. ADID will collect all nominations and verify the residency for all nominees.
5. At the close of the nomination period all nomination forms (with personal contact information redacted) will be shared online at www.atlantadowntown.com for review.
6. ADID will host and facilitate a ‘caucus of electors’ for the purposes of a vote to select two individuals to serve on the Committee. For this purpose, ‘electors’ will be Downtown Residents as defined above who can provide Proof of Residence as defined above.
7. All electors must provide Proof of Residency at the caucus to be qualified to participate in the caucus. Only electors present at the caucus will be able to vote. No proxy votes will be permitted.
8. Each elector will be able to vote for two nominees.
9. The two nominees that receive the most number of votes shall be appointed to the Committee. In the event of tied result for either position, a second ballot will be used.
10. The timeline for the process will be as follows:
   - Nomination Process Announced: August 18, 2017
   - Nominations Due: September 11, 2017 before 12 am EDT
   - All received Nominations available for review: September 12, 2017 at http://www.atlantadowntown.com/initiatives/atl-arts-and-entertainment-sign-district
   - Caucus of Electors: September 19, 2017 at 7:00 pm EDT at Central Atlanta Progress (84 Walton Street NW, Suite 500)

Profession-Based Appointments

Atlanta Convention and Visitors Bureau (ACVB) Representative
ADID will notify ACVB of the opportunity to appoint a representative. ACVB shall each be responsible for determining the desired appointment process.

Media Company Representatives
Two representatives from the outdoor media industry will serve on the Committee. Any party may nominate individuals to serve on the Committee, however, approval and final appointment of Committee members will be made by ADID in its sole discretion.
At all times, one representative of the media industry shall be a “smaller company” representative and one shall be a “larger company” representative. The “smaller company” representative shall only include companies that: (a) are privately held; (b) have annual gross revenue less agency commissions under $7.5 million; and (c) have principals and their corporate office within 50 miles of Atlanta City Hall. The “larger company” representative shall be companies that: (a) are publicly or privately held; and (b) have annual gross revenue less agency commissions greater than $7.5 million.

ADID will make known the opportunity for nomination. ADID will contact the outdoor media industry and especially those companies that have previously communicated with ADID regarding the District.

The timeline for the nomination process will be as follows:

- Nomination Process Announced: August 18, 2017
- Nominations Due: September 11, 2017 before 12 am EDT
- All received Nominations available for review: September 15, 2017
- Appointments Confirmed and Communicated: September 22, 2017

Other Representatives

ADID shall appoint the following positions at its sole discretion.

- District arts or entertainment professional (individual, representative or organization or venue) – two positions
- Architect or Urban Design professional
- Advertising Industry Representative
ATTACHMENT A
Atlanta Downtown Improvement District, Inc.
Atlanta Arts & Entertainment District Advisory Committee
Appointments

1. District Resident - Atlanta Downtown Neighborhood Association
   Name:
   Email:
   Phone:

3. District Resident – Downtown South
   Name:
   Email:
   Phone:

5. District Resident - Castleberry Hill Neighborhood Association
   Name:
   Email:
   Phone:

7. District arts or entertainment professional (individual, representative of organization or venue)
   Name:
   Email:
   Phone:

9. Media Company – Local
   Name:
   Email:
   Phone:

11. Advertising Industry Representative
    Name:
    Email:
    Phone:

2. District Resident – Downtown North
   Name:
   Email:
   Phone:

4. District Resident - Vine City Civic Association
   Name:
   Email:
   Phone:

6. District arts or entertainment professional (individual, representative of organization or venue)
   Name:
   Email:
   Phone:

8. Architect or urban design professional
   Name:
   Email:
   Phone:

10. Media Company – Non-Local
    Name:
    Email:
    Phone:

12. Atlanta Convention and Visitors Bureau Representative
    Name:
    Email:
    Phone:
ATTACHMENT B
Nomination Form

Nomination for (circle one):
District Resident   Media Industry - Small   Media Industry - Large

Name __________________________________________________________

Employer/Company (media industry only) ____________________________

Mailing Address ________________________________________________

Phone __________________________________________________________

Email __________________________________________________________

Why do you want to serve on the Arts and Entertainment District Advisory Committee? Please include any specific experience, skill or knowledge that would be particularly useful in your role as a Committee member.

________________________________________________________________

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I am aware of the duties and responsibilities of the Committee members as follow:

• Regular attendance and active participation in monthly meetings of the Committee. Day and time to be selected with the Committee members. The meeting will be held in Downtown Atlanta.

• Timely responses to communication requests.

• Willingness and ability to ensure communication with their appointing organization regarding applications being reviewed by and decision making by the Committee.

• Familiarity with the any of the subject matter of the District would be useful, but is not required. The subject matter includes but is not limited to urban design, architecture, outdoor media, marketing, public art, special event programming and general business.

• Willingness to comply with adopted Advisory Committee policies, in particular a Conflict of Interest statement.

Nominee Signature ____________________________________________________________________________ Date ____________________________________________________________________________