

Minutes
Historic Preservation Committee
2 Martin Luther King, Jr. Drive, S. E.
Suite 1252 East Tower
Atlanta, GA 30334
404-656-3500

January 26, 2011

Attending:

Committee Members

Walter Hudson, Chairman
Dennis Billew
Joe Hatfield
Loyce Turner
Philip Watt
Steven Woodruff

Board Members

Bill Archer
Earl Barrs
Warren Budd
Bill Carruth
Mabel Jenkins
Phyllis Johnson
Ray Lambert
Robert Leebern
Mark Smith
Jim Walters
Philip Wilheit

Visitors

David Word, Joe Tanner & Associates
Katie Kirkpatrick, Metro Atlanta Chamber of Commerce
Bryan Tolar, Georgia Agribusiness Council
Jim Scarbrough, Gwinnett Water
Juliet Cohen, Upper Chattahoochee RiverKeeper
Sally Bethea, Upper Chattahoochee RiverKeeper
Bob Troxler, Infratec, Consultants, Inc.
Doug Miell, Georgia Chamber of Commerce

Staff Members

Mark Williams
Allen Barnes
Todd Holbrook
Paul Burkhalter
Spud Woodward
Marlin Gottschalk
Dan Forster
Becky Kelley
Dave Crass
Emily Hitchcock
Kyle Pearson
Homer Bryson
Linda MacGregor
Jim Ussery
Doralyn Kirkland
Lauren Curry
Cathy Barnette
Mark Whitney
Suzanne Burnes
Lisa Mehalko
Kevin Chambers
Connie Buck
John Martin
Jeff Weaver
Steve Friedman
Vonetta Pryor
Terry West
Wally Woods
Mary Ann Evans
Hellen Harris

John Eberhart, Georgia Earth Alliance
Phil Zinsmeister, Sierra Club
Thomas Farmer, The Nature Conservancy
Bob Fletcher, Georgia Chapter, Sierra Club
Tas Smith, Georgia Farm Bureau
Phil Potter, Georgia Farm Bureau
Gil Rogers, Southern Environmental Law Center
Dave Williams, Atlanta Business Chronicle
Tom Crawford, The Georgia Report
Carolyn Pait, Oglethorpe Power Corporation
Rob McDowell, Vinson Institute of Government
Kelly Jordan
Gordon Rogers, Flint RiverKeeper
Kelly Dudley, Office of Planning & Budget
Leah Barnett, Georgia Conservancy
Kevin McGrath, Georgia Trout Unlimited
Mark Woodall, Sierra Club
Walter Jones, Morris News Service
Brad Carver, Hall Booth Smith & Slove
Scott Cole, Hall Booth Smith & Slove
Will Wingate, Georgia Conservancy
Debbie Phillips, Georgia Industry Environmental Coalition
Ronny Just, Georgia Power
Shirl Parsons, Georgia Wildlife Federation
April Ingle, Georgia River Network
Jennette Gayer, Environment Georgia
Bettie Sleeth, Home Builders Association of Georgia
Scott Tanner, Joe Tanner & Associates
Mike Giles, Georgia Poultry Federation
Abit Massey, Georgia Poultry Federation
State Senator Ross Tolleson
Jim Elzer, Senate Aide
Joe Cook, Coosa River Basin Initiative
State Representative Carol Fullerton
State Representative Debbie Buckner
Tom Gehl, Georgia Municipal Association
Todd Edwards, Association County Commissioners of GA
Wylly Harrison, Council for Quality Growth
Eston Melton, Tallulah River Watershed Council
Joe Cook, Coosa River Basin Initiative
Jack Dozier, Georgia Association of Water Professionals

The January 26, 2011 meeting of the Historic Preservation Committee was called to order by Board Vice Chairman, Earl Barrs.

Vice Chairman Barrs called on Walter Hudson, Chairman of the Historic Preservation Committee, who called on Dave Crass, Director, Historic Preservation Division (HPD).

Dr. Crass gave a PowerPoint on the economic benefits of historic preservation. He stated that HPD faces three challenges: (1) budget, (2) communications, and (3) division culture.

Dr. Crass stated that HPD's communications strategy includes both external and internal components such as website redesign, social media (Facebook, Flickr, Twitter), Preservation Post, Preservation GA Online, Reflections, staff presentations, press releases and office appearance.

Dr. Crass stated that the Economic Benefits Study also falls under the communications strategy. He further stated that this study was commissioned in the fall of 2010, with its purpose to communicate very simply the most important economic benefits of historic preservation in Georgia. He added that the audience was policy makers and the general press, with emphasis on simple charts, graphs, and case studies, at a cost of \$25,000.

Dr. Crass handed out a copy of "Good News in Tough Times – Historic Preservation and the Georgia Economy," which is the result of the economic benefits study. He stated that one of the most interesting results of the study was job creation. He further stated that rehabilitating a derelict building creates a little over 18 jobs and \$750,000 in wages.

Dr. Crass also spoke of the ratio of business openings to closings in Main Street/Better Home Town communities and the 140 derelict homes brought to market by Historic Macon.

Dr. Crass stated that HPD is deeply involved in economic development, especially with the tax incentive program. He further stated that in FY-2010 HPD handled approximately \$40 million in private investment, mostly in smaller communities and cities across the state. He added that this was up \$5 million from the preceding year.

Dr. Crass stated that the HPD license plate revenues benefit heritage tourism in small communities across the state and that the division also administers the Certified Local Government (CLG) program. He further stated that there are 79 CLG's in Georgia that are eligible for federal aid and technical assistance that other communities are not.

Dr. Crass stated that every federal action in Georgia, whether it's a permit or a funding stream or any other type of federal agency involvement, requires a review by HPD's office of Environmental Review. He further stated that this program serves as a watch dog on behalf of the citizens of Georgia to ensure that our cultural resources are protected.

Discussion ensued with newly-appointed Board Member Mark Smith stating that Savannah has seen first hand how historic preservation has had an economic benefit in his area. He further stated that in the last 18 years he has seen the number of hotel rooms doubled in Chatham County from 8,000 to 16,000, which has created jobs and a tremendous amount of economic activity. He added that restaurants, gift shops and tours are thriving.

Dr. Crass stated that Dr. Richard Cloues, Historic Resources Section Chief, recently received an award from the Academic Council on Public History for his work on the Intersection of Historic Resources and Infrastructure Planning Program.

There being no further business, the meeting was adjourned.