



Administrative Services Committee Commission Chamber- 8/27/2019- 1:10 PM Meeting

ADMINISTRATIVE SERVICES

1. The Utilities Department-Construction Division requests the purchase of two replacement Dome Style Service Trucks at a cost of \$72,932 each for a total of \$145,864. Wade Ford - Bid Item 19-237  [Attachments](#)
2. Authorize Jones Lang LaSalle (JLL) to proceed with using the mid-range cost option as the focus of their further investigation of Lake Olmstead Stadium.  [Attachments](#)
3. Motion to **approve** that any voting member of this body can make a motion at any point without being recognized by the Chair. **(Requested by Commissioner Marion Williams)**  [Attachments](#)
4. Discuss lack of economic growth in the underserved areas of Augusta e.g. the James Brown Heritage Trail and James Brown Trace. **(Requested by Commissioner Marion Williams)**  [Attachments](#)
5. Meeting Management System for the purpose of Augusta decorum and order of questions and statements. **(Requested by Commissioner John Clarke)**  [Attachments](#)
6. Motion to approve the minutes of the Administrative Services Committee held on August 13, 2019.  [Attachments](#)
7. Discuss and direct Administration and Law Departments to review the city's current substance abuse policy in association with the proposed amendments to Augusta Code Section 3-7-33 Marijuana and report back in 90 days. **(Requested by Commissioner Bobby Williams)**  [Attachments](#)



Administrative Services Committee Meeting

8/27/2019 1:10 PM

2019 - Utilities-CM - Dome Trucks

Department: Central Services Department - Fleet Management Division

Presenter: Ron Crowden

Caption: The Utilities Department-Construction Division requests the purchase of two replacement Dome Style Service Trucks at a cost of \$72,932 each for a total of \$145,864. Wade Ford - Bid Item 19-237

Background: The Utilities-Construction Division is requesting to replace two decommissioned model F-450 trucks with the Ford F-550 Dome Style Service Truck which allows for better accessibility, organization and simultaneously allows for better accountability and security of the department property. In accordance with the Fleet replacement policy, both F-450 trucks are in need of immediate consideration for replacement and have been deemed uneconomically repairable. · Asset F02059 – 17 year old truck with 124,297 miles and work orders totaling over \$43,740. In April the transmission went out, the cumulative repairs exceeded the value of the vehicle and it was deemed too costly to retain. · Asset 208034 – 11 year old truck with 6,277 miles and work orders totaling over \$23,933. In June the vehicle was brought to the shop with a squealing sound and diagnosed with a dry valve train, requiring a new engine and additional repairs estimated to total over \$16,000. The cost to repair exceeds the value of the vehicle. The bid tab sheet for Bid 19-237: Dome Style Service Truck is attached for your review.

Analysis: The Procurement Department published a competitive bid using the Demand Star application for a Dome Style Service Truck. Invitations to bid were sent to fourteen vendors to include four qualified local vendors. The vendor, Wade Ford, Inc, from Smyrna, GA was able to offer the requested product with necessary specifications. Bid 19-237: 2019/2020 Dome Style Service Truck: 2020 Service Truck, Dome Style, 17,500 GVW, Ford F-550 – Wade Ford Inc (Smyrna, GA): \$72,932.00

Cover Memo

Item # 1

Financial Impact: Two 2020 Ford F-550 Dome Style Service Trucks for \$72,932.00 each, totaling \$145,864.00 for the Utilities Department-Construction Division using Utilities account 506-04-3410-54.22210.

Alternatives: (1) Approve the request; (2) Do not approve the request

Recommendation: Approve the purchase of two 2020 Ford F-550 Dome Style Service Trucks for the Utilities-Construction Division using Utilities account 506-04-3410-54.22210.

Funds are Available in the Following Accounts: 506-04-3410/54-22210

REVIEWED AND APPROVED BY:

Finance.
Procurement.
Law.
Administrator.
Clerk of Commission

Item # 1

AUGUSTA, GEORGIA
CENTRAL SERVICES-FLEET MANAGEMENT DIVISION
REPLACEMENT CRITERIA FORM

Department Name: Utilities-Construction		Department Number 506-04-3410		Date: 7/22/2019	
Vehicle Description: 2008 Ford F-450			Asset #: 208034		
Assigned Use: Was used by the Utilities Construction Division for responding to job sites with the necessary equipment					
Actual Age: 11		Current miles/hours: 76,266		Purchase Price: \$43,740.00	
Life Expectancy Criteria Requirements -(Policy Evaluation)					
Age: 11	Miles or Hours 7	Type of Service 3	Reliability 3	Maint/Repair 3	Condition: 5
Evaluation Points 32			Policy Evaluation Results: Needs immediate consideration for replacement		
Fleet Managers Recommendation: 11 year old F-450 with 59 work orders totaling \$23,933.47. Vehicle was driven to the shop with a squealing sound and no power. Technicians diagnosed dry valve train. Repair required a new engine, repairs to the A/C and other repairs estimated at over \$16,000. The cost to repair exceeds the value of the vehicle.					
 Ron Crowden Fleet Manager					
Replacement Date: 2019			Fiscal Year Replacement: 2019		
Estimated Replacement Cost: \$72,932.00			Funding Source: Utilities Department Construction-Capital Outlay 506-04-3410/54.22210		

RANGES

Under 18 Points	Excellent	18 to 22 Points	Good
23 to 27 Points	Qualifies for Replacement		
28 Points or more	Needs immediate consideration for replacement		

AUGUSTA, GEORGIA
CENTRAL SERVICES-FLEET MANAGEMENT DIVISION
REPLACEMENT CRITERIA FORM

Department Name: Utilities-Construction		Department Number 606-04-3410		Date: 2/20/2019	
Vehicle Description: 2002 Ford F-450			Asset #:	F02059	
Assigned Use: Was used by the Utilities Construction Division for responding to job sites with the necessary equipment					
Actual Age: 17		Current miles/hours: 124,927		Purchase Price: \$41,054.00	
Life Expectancy Criteria Requirements -(Policy Evaluation)					
Age: 17	Miles or Hours 12	Type of Service 3	Reliability 1	Maint/Repair 5	Condition: 5
Evaluation Points 43			Policy Evaluation Results: Needs immediate consideration for replacement		
Fleet Managers Recommendation: Due to vehicle's age, mileage and accumulated maintenance costs (\$43,740 to date) it was deemed too costly to retain and recommended for disposal					
 Ron Crowden Fleet Manager					
Replacement Date: 2019			Fiscal Year Replacement: 2019		
Estimated Replacement Cost: \$72,932.00			Funding Source: Utilities Department-Construction-Capital Outlay 506-04-3410/54.22210		

RANGES

Under 18 Points Excellent 18 to 22 Points Good
 23 to 27 Points Qualifies for Replacement
 28 Points or more Needs immediate consideration for replacement

Invitation to Bid

Sealed bids will be received at this office until **Friday, June 7, 2019 @ 11:00 a.m.** for furnishing:

Bid Item #19-237 2019/2020 Dome Style Service Truck, 17500 GVW – for Augusta, GA Central Services Department – Fleet Maintenance

Bids will be received by Augusta, GA Commission hereinafter referred to as the OWNER at the offices of:

Geri A. Sams, Director
Augusta Procurement Department
535 Telfair Street - Room 605
Augusta, Georgia 30901

Bid documents may be viewed on the Augusta, Georgia web site under the Procurement Department **ARCbid**. Bid documents may be obtained at the office of the Augusta, GA Procurement Department, 535 Telfair Street – Room 605, Augusta, GA 30901. Documents may be examined during regular business hours at the offices of Augusta, GA Procurement Department.

All questions must be submitted in writing by fax to 706 821-2811 or by email to procbidandcontract@augustaga.gov to the office of the Procurement Department by Friday, May 24, 2019 @ 5:00 P.M. No bid will be accepted by fax, all must be received by mail or hand delivered.

The local bidder preference program is applicable to this project. To be approved as a local bidder and receive bid preference an eligible bidder must submit a completed and signed written application to become a local bidder at least thirty (30) days prior to the date bids are received on an eligible local project. An eligible bidder who fails to submit an application for approval as a local bidder at least thirty (30) days prior to the date bids are received on an eligible local project, and who otherwise meets the requirements for approval as a local bidder, will not be qualified for a bid preference on such eligible local project.

No bids may be withdrawn for a period of ninety (90) days after bids have been opened, pending the execution of contract with the successful bidder.

Invitation for bids and specifications. An invitation for bids shall be issued by the Procurement Office and shall include specifications prepared in accordance with Article 4 (Product Specifications), and all contractual terms and conditions, applicable to the procurement. **All specific requirements contained in the invitation to bid including, but not limited to, the number of copies needed, the timing of the submission, the required financial data, and any other requirements designated by the Procurement Department are considered material conditions of the bid which are not waiveable or modifiable by the Procurement Director.** All requests to waive or modify any such material condition shall be submitted through the Procurement Director to the appropriate committee of the Augusta, Georgia Commission for approval by the Augusta, Georgia Commission. Please mark BID number on the outside of the envelope.

Bidders are cautioned that acquisition of BID documents through any source other than the office of the Procurement Department is not advisable. Acquisition of BID documents from unauthorized sources placed the bidder at the risk of receiving incomplete or inaccurate information upon which to base his qualifications.

Correspondence must be submitted via mail, fax or email as follows:

Augusta Procurement Department
Attn: Geri A. Sams, Director of Procurement
535 Telfair Street, Room 605
Augusta, GA 30901
Fax: 706-821-2811 or Email: procbidandcontract@augustaga.gov

No bid will be accepted by fax, all must be received by mail or hand delivered.

GERI A. SAMS, Procurement Director

Publish:

Augusta Chronicle	May 2, 9, 16, 23, 2019
Metro Courier	May 2, 2019

 Bid Opening Item #19-237 2019/2020 Dome Style Service Truck for Augusta, Georgia- Central Services Department - Fleet Maintenance Division Bid Due: Friday, June 7, 2019 @ 11:00 a.m.		
Total Number Specifications Mailed Out: 21 Total Number Specifications Download (Demandstar): 1 Total Electronic Notifications (Demandstar): 35 Georgia Procurement Registry: 271 Mandatory Pre-Bid/Telephone Conference: NA Total packages submitted: 1 Total Non-Compliant: 1		
VENDORS	WADE FORD, INC 3860 SOUTH COBB DR SMYRNA, GA 30080	NICHOLS FLEET 2401 E. 31ST STREET CHATTONOOGA, TN 37407
Attachment B	Yes	NO BID
E-Verify Number	No	
SAVE Form	Yes	
Exceptions Noted	Yes	
5.00 Vehicle/Chassis Options Required		
5.01 2019/2020 Full Size Truck	\$42,459.00	
5.02 Heavy duty cooling package	Included	
5.03 Heavy duty electrical package	Included	
5.04 Heavy duty suspension package	Included	
5.05 19,000 GVW payload package	Included	
5.06 Trailer tow mirrors	Included	
5.07 Backup camera	Included	
5.08 Roof clearance lights	Included	
5.09 Black Platform Running Boards	\$405.00	
5.10 Extra Set of Keys (3 Total)	\$150.00	
5.11 Delivery Charge	Included	
6.00 Outfitter's Specialty Items		
6.01 Fire extinguisher – DOT approved	Included	
6.02 Outlet receptacle	Included	
6.03 Electric brake controller	Included	
6.04 Service Body dual rear wheel, 11 foot steel service body standard depth compartment and bin configuration	Included	
6.05 J-hook railing for utility service body	Included	
6.06 Panel top for utility service body (Double Swing Out Style)	Included	
6.07 Panel top for utility service body (Rollup Style)	\$1,793.00	
6.08 Cargo Tie Downs-Installed Inside (4 each)	Included	

Item # 1

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VENDORS	WADE FORD, INC 3860 SOUTH COBB DR SMYRNA, GA 30080	NICHOLS FLEET 2401 E. 31ST STREET CHATTONOOGA, TN 37407
6.09 Grab Handles-Mounted On Rear (2 each)	Included	
6.10 Service body bumper	Included	
6.11 Spotlights – Unity 325 or equal	Included	
6.12 Trailer wiring	Included	
6.13 Pintle hook	Included	
6.14 Pipe vise – Rigid model 40195, or approved equal	Included	
6.15 Spot mirrors – 4 inch type	Included	
6.16 Window tint, crew cab	Included	
6.17 Safety Cones (4 each)	Included	
6.18 Master Bar Locking System for Compartments (Both Sides)	Included	
6.19 Steel Drawer System (1 Set) Curbside	Included	
6.20 Tool Box Option	\$495.00	
6.21 Cable Steps in Rear	Included	
7.00 Alert Warning Systems		
7.01 Backup alarm	Included	
7.02 Magnetic LED light	Included	
7.03 LED top mount light	Included	
7.04 Traffic advisor light bar	Included	
2019/2020 Service Truck, Dome Style, 17,500 GVW		
Year	2020	
Brand	Ford	
Model	F550	
Bid Price	\$72,932.00	
Delivery Date	180 Days ARO	



Central Services Department

Takiyah A. Douse, Director
Ron Crowden, Fleet Manager

Fleet Management
1568-C Broad Street
Augusta GA 30904
Phone: (706) 821-2892

MEMORANDUM

TO: Geri Sams, Director, Procurement Department
THROUGH: Takiyah A. Douse, Director, Central Services Department
FROM: Ron Crowden, Fleet Manager, Central Services Department
DATE: June 13, 2019
SUBJECT: Recommendation for Bid #19-237 – Dome Style Service Truck

Fleet Management would like to recommend the award of bid # 19-237, Dome Style Service Truck, to Wade Ford of Smyrna, GA. The vendor's proposal met the requirements of the bid and was the only qualified vendor for the equipment requested.

Please advise this office upon completion of notifications so that we may proceed with the acquisition process.

If you need further information or if you have any questions regarding this recommendation, please contact the Fleet Management Office at 706-821-2892.

RGC/ams

82:8 82 61 82 61

OFFICIAL



Bid Opening Item #19-237
2019/2020 Dome Style Service Truck
for Augusta, Georgia- Central Services Department -
Fleet Maintenance Division
Bid Due: Friday, June 7, 2019 @ 11:00 a.m.

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Attachment B	Yes	NO BID
E-Verify Number	314470	
SAVE Form	Yes	
Exceptions Noted	Yes	
5.00 Vehicle/Chassis Options Required		
5.01 2019/2020 Full Size Truck	\$42,459.00	
5.02 Heavy duty cooling package	Included	
5.03 Heavy duty electrical package	Included	
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6.14 Pipe vise – Rigid model 40195, or approved equal	Included	
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7.02 Magnetic LED light	Included	
7.03 LED top mount light	Included	
7.04 Traffic advisor light bar	Included	
2019/2020 Service Truck, Dome Style, 17,500 GVW		
Year	2020	
Brand	Ford	
Model	F550	
Bid Price	\$72,932.00	
Delivery Date	180 Days ARO	

Item # 1

User: **Daniels, Tabitha**

Organization:

City of Augusta, GA (Augusta Commission)

Logout

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Planholders List

Member Name City of Augusta, GA (Augusta Commission)

Bid Number ITB-19-237-0-2019/nw

Bid Name 2019/2020 Dome Style Service Truck, 17500 GVW

1 Document(s) found for this bid

1 Planholder(s) found.

[Add Planholder](#)

Supplier Name ▲	Phone	Fax	Doc Count	Attributes	Programs	Actions
Transport Equipment Co	2294350254	2294312377	1			Documents

Page 1 of 1

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Item # 1



5160

Easy Peel Address Labels
 Bend along line to expose Pop-up Edge

Go to avery.com/templates
 Use Avery Template 5160

RUSH TRUCK CENTER
2925 GUN CLUB ROAD
AUGUSTA, GA 30907

MATHEWS MOTORS
1351 GORDON HWY,
AUGUSTA, GA 30901

DIVERSIFIED FABRICATORS, INC
1325 HIGHWAY 41 BYPASS S.
GRIFFIN, GA. 30224

MCH KENWORTH
4318 BELAIR FRONTAGE ROAD
AUGUSTA, GA 30909

PADGETT TRUCK BODIES & EQUIP
2026 JEFFERSON DAVIS HIGHWAY
GRANITEVILLE, S.C. 29829

FREIGHTLINER OF AUGUSTA
2930 RIVERWEST DRIVE
AUGUSTA, GA 30907

HINO TRUCKS OF AUGUSTA
1351 GORDON HWY
AUGUSTA, GA 30901

SEA TRUCKS SALES
422 GRANGE ROAD
SAVANNAH, GA 31407

MACK TRUCKS
420 PATIO PL
COLUMBIA, SC 29212

ROBERT'S INTERNATIONAL TRUCKS
300 LONGWOOD DRIVE
RICHMOND HILL, GA 31324

FONTAINE TRUCK EQUIPMENT CO
9827 MOUNT HOLLY ROAD
CHARLOTTE, NC 28214

WEST GEORGIA MOBILE HYDRAULICS
98 EDGE ROAD
POST OFFICE BOX 266
VILLA RICA, GA 30180

NICHOLS FLEET EQUIPMENT
2401 EAST 31ST STREET
CHATTANOOGA, TN. 37407

PEACH STATE FREIGHTLINER
6535 CRESCENT DRIVE
NORCROSS, GA 30071

MILTON RUBEN CHEVROLET
3514 WASHINGTON RD
AUGUSTA GA 30907

GERALD JONES FORD
3480 WRIGHTSBORO ROAD
AUGUSTA, GA 30909

FAIRWAY FORD
4333 WASHINGTON ROAD
EVANS, GA 30809

CHRISTOPHER TRUCKS
1601 WHITE HORSE RD.
GREENVILLE, SC 29605

O.G. HUGHES & SONS
4816 RUTLEDGE PIKE
KNOXVILLE, TN 37914

MATTHEWS MOTORS
1351 GORDON HWY
AUGUSTA, GA 30901

CHEROKEE TRUCK EQUIPMENT
550 DISCOVERY PLACE
MABLETON, GA 30126

TAKIYAH DOUSE
CENTRAL SERVICES-ADMN

RON CROWDEN
FLEET MAINTENANCE

TREZA EDWARDS
COMPLIANCE

BID ITEM# 19-237
2019/2020 DOME STYLE TRUCK, 17500
GVW-FOR CENTRAL SERVICES
DEPARTMENT-FLEET MAINTENANCE
BID DUE: FRIDAY 6/7/19 @ 11:00 A.M.

BID ITEM# 19-237
2019/2020 DOME STYLE TRUCK, 17500
GVW-FOR CENTRAL SERVICES
DEPARTMENT-FLEET MAINTENANCE
BID MAILED: 4/30/19

Item # 1

PR_bid_email_list

581363791	Valdosta Dodge Jeep 2019-05-02	dodgeofvaldosta@bellsouth.net Walker, Roger	N	NOM
023535396	Vantage Vehicle International, Inc 2019-05-02	cam@vantagevehiclegroup.com Yum, Cami	Y	ASA
550845121	Voltage Vehicles 2019-05-02	akazzaz@zapworld.com Kazzaz, Amos	N	NOM
582322585	WAYNE EVANS AUCTION CO INC 2019-05-02	grace@weaci.com WAYNEEVANS, WAYNEEVANS	N	NOM
581047369	WELLS CARGO SOUTH 2019-05-02	swhite@wellscargo.com STEVE5658, STEVE5658	N	NOM
753063614	WILMAC INC 2019-05-02	wilmacinc@bellsouth.net WILMACINC, WILMACINC	Y	AFA
581544713	Wade Ford, Inc 2019-05-02	jeastland@wade.com Eastland, Jack	Y	AFA
260815152	Wamar Technologies LLC 2019-05-02	jason.lindsey@wamartech.com Lindsey, Jason	N	NOM
	Wamar Technologies LLC 2019-05-02	stacey.thomas@wamartech.com Thomas, Stacey		
631084060	Warren Truck & Trailer, Inc. 2019-05-02	sjohnson@dumprucks.com Johnson, Steve	N	NOM
262373311	Xtreme Green Products, Inc. 2019-05-02	joe@xgpinc.com Worrell, Joseph	N	NOM
	Xtreme Green Products, Inc. 2019-05-02	neil@xgpinc.com Roth, Neil		
580515740	YANCEY BROTHERS COMPANY 2019-05-02	Govsales@yanceybro.com Sales, Governmental	N	NOM
	YANCEY BROTHERS COMPANY 2019-05-02	Tyler_swayne@yanceybro.com TSWAYNE, TSWAYNE		
	YANCEY BROTHERS COMPANY 2019-05-02	brantley_sims@yanceybus.com BSIMS, BSIMS		
	YANCEY BROTHERS COMPANY 2019-05-02	deanne_little@yanceybro.com D_LITTLE, D_LITTLE		
	YANCEY BROTHERS COMPANY 2019-05-02	gregg_reid@yanceybro.com GREGGREID, GREGGREID		
	YANCEY BROTHERS COMPANY 2019-05-02	misty_johnson@yanceybro.com YTC2018, YTC2018		
	YANCEY BROTHERS COMPANY 2019-05-02	nick.cooper@yanceyrents.com NICK.COOPER, NICK.COOPER		
	YANCEY BROTHERS COMPANY 2019-05-02	rob_shiver@yanceybro.com ROBSHIVER, ROBSHIVER		
	YANCEY BROTHERS COMPANY 2019-05-02	robin_lockard@yanceybro.com YBC, YBC		
	YANCEY BROTHERS COMPANY 2019-05-02	ryan_swertfager@yanceybro.com Swertfager, Ryan		
	YANCEY BROTHERS COMPANY 2019-05-02	susan_armstrong@yanceybro.com SARMSTRONG, SARMSTRONG		
	YANCEY BROTHERS COMPANY 2019-05-02	tom_duncan@yanceybro.com YANCEY1, YANCEY1		
307101255	YANCEY TRUCK CENTER 2019-05-02	RAY_ADAMS@MAYSTRUCKS.COM ADAMS, RAY	N	NOM
121176782	YANCEY TRUCK CENTER 2019-05-02	ray_adams@yanceytruck.com ADAMS, RAY	N	NOM
668035047	adesinabadesina 2019-05-02	adesina123@yahoo.com adesina, badesina	Y	AFA
669057938	akinrolabuoluwole 2019-05-02	woleray@yahoo.com akinrolabu, oluwole	Y	AFA
672222168	emosuolusegun 2019-05-02	segnik2004@yahoo.com emosu, olusegun	Y	AFA

ETHNIC GROUP	COUNT
African American	46
Asian American	6
Native American	1
Hispanic/Latino	1
Pacific Island/American	1
Non Minority	216
Not Classified	0
Total Number of Vendors	271
Total Number of Contacts	369

Item # 1



**Administrative Services Committee Meeting
8/27/2019 1:10 PM
Authorize JLL to Proceed with Task 3 on Amphitheater**

Department: Central Services - Facilities

Presenter: Takiyah A. Douse

Caption: Authorize Jones Lang LaSalle (JLL) to proceed with using the mid-range cost option as the focus of their further investigation of Lake Olmstead Stadium.

Background: On April 2, 2019, the Augusta Commission awarded the contract for advisory and support services related to converting Lake Olmstead Stadium into an amphitheater. The contract is divided into multiple tasks with intermediate decision points to allow for Commission guidance in the process. Tasks 1 and 2 are complete and Augusta needs to provide guidance before we move forward.

Analysis: JLL has completed the initial research on factors that should be considered in converting Lake Olmstead Stadium into an amphitheater. They have researched current and projected market capacity, rough cost, impact on current Augusta owned amenities, and other factors that play into the success, or failure, of an entertainment venue of this nature. The options presented by JLL were considered and staff recommends authorizing them to move forward, pursuing the mid-range cost option. The estimated cost for this option is \$22 – 25 million and represents a balanced approach between the amount invested and potential for success.

Financial Impact: None at this time; funding already designated and authorized for research and design concept.

Alternatives: 1. Authorize Jones Lang LaSalle (JLL) to proceed with the mid-range cost option as the focus of their further investigation. 2. Do not authorize them to proceed.

Cover Memo

Recommendation:

Item # 2

Authorize Jones Lang LaSalle (JLL) to proceed with using the mid-range cost option as the focus of their further investigation.

**Funds are
Available in the
Following
Accounts:**

Funding is available for the project in SPLOST 7 allocated to Central Services for the use of upgrading existing facilities.

REVIEWED AND APPROVED BY:

Finance.

Law.

Administrator.

Clerk of Commission

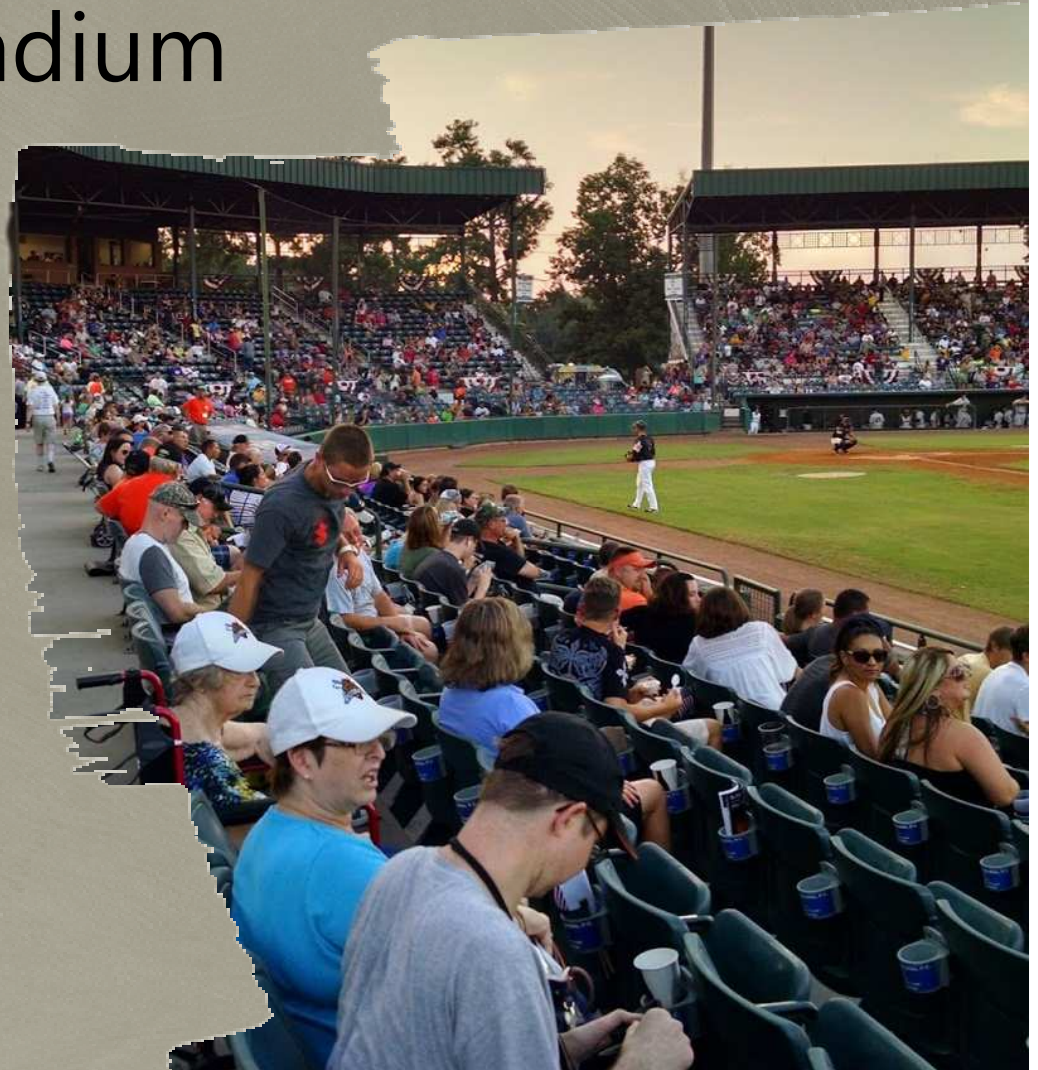
ENTERTAINMENT MARKET UPDATE:

Lake Olmstead Stadium

Prepared for:

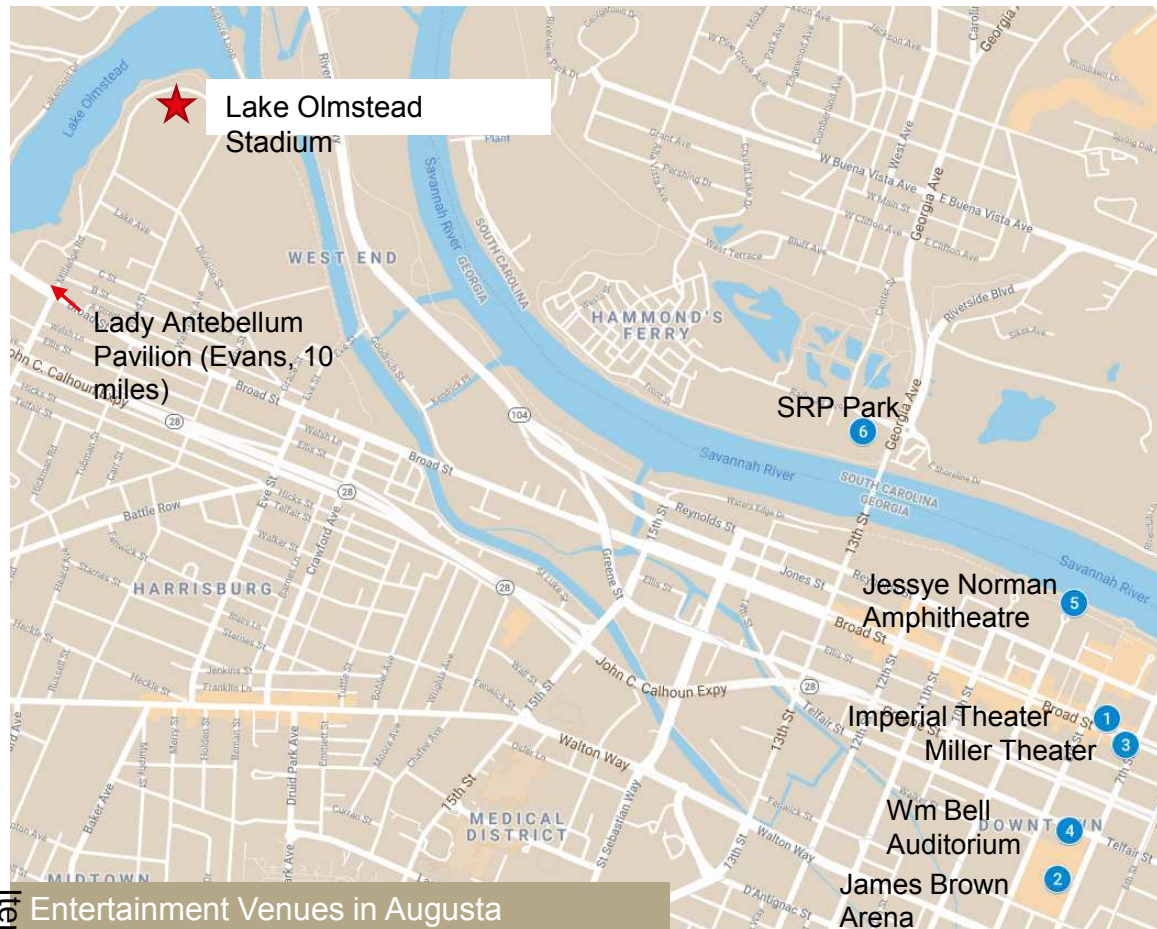


August 16, 2019



Supply: CSRA Entertainment Venue Inventory

- The region has 8 event venues with nearly 20,000 fixed seats.
- Current supply is not at capacity; venues with ticketed performance sell an average of 30% - 60% of seats/shows.



VENUE TYPES

3 Theatres/Auditoriums
 2 Amphitheaters (not fixed seating)
 2 Stadiums (multiuse, field)
 1 Arena

SEATING CAPACITIES

Fixed seating = 840 – 8,500
 Open seating = up to 14,000

REPRESENTATIVE PERFORMANCE GENRES

Country, Classic Rock/Legacy, RB Soul, Christian (Indie – up and coming)

TICKETED CONCERTS

160

Entertainment Venues in Augusta

Item # 2



Supply: CSRA Entertainment Venues



KEY QUESTIONS:

Where would the new amphitheater fit in the mix? What is the best complementary approach?
What impact will the new supply have on existing venues?



	Lady Antebellum	Jessye Norman Amphitheater	Imperial Theatre	Miller Theater	William B. Bell Auditorium	James Brown Arena	SRP Park
Year Built/Renovated	2011	1996	2018	2016	1989	1980	2018
Capacity	14,000	1,600	840	1,300	2,882	8,409	4,782
Use/Structure	Fixed stage; no fixed seating	Covered area for performances; Terraced for seating (not fixed); located on river	Infrastructure improvements in 2018; located downtown	\$25 m renovation began 2016; music venue	Together, branded as Augusta's Entertainment Complex; managed by Spectra		Minor league baseball stadium; located in a mixed use, residential development
Avg. Tickets Sold/Show*			333	784	1,678	2,908	
Avg Gross Revenue/Show*			\$9,660	\$40,384	\$89,219	\$101,635	
Concerts in past 36 months*			11	80	63	10	

*Performance data source: Pollstar; limited data for self-promoted venues

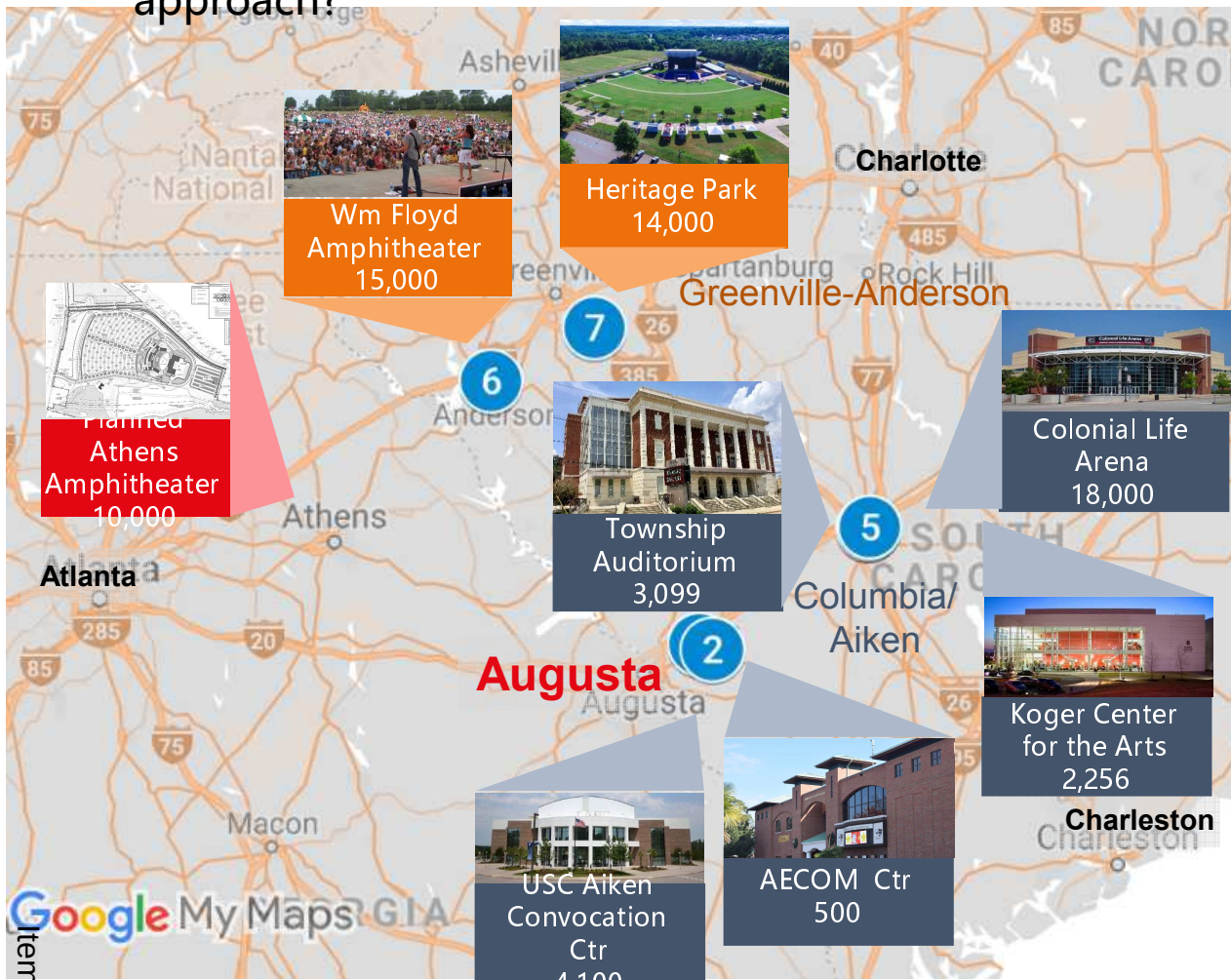


Supply: Regional Entertainment Venue Comparative Set



KEY QUESTION:

Where would the new amphitheater fit in the mix? What is the best complementary approach?



3 Amphitheaters within 100 miles with capacity for 39,000

VENUE TYPES

3 Theatres/Auditoriums
2 Amphitheaters (fixed and non-fixed seating)
2 Arenas

SEATING CAPACITIES

Fixed seating = 500 – 18,000
Open seating = up to 15,000

REPRESENTATIVE PERFORMANCE GENRES

Country, Classic Rock/Legacy, RB Soul, Christian, Indie, Pop

TICKETED PERFORMANCES

76

Demand: Promoter/Producer Feedback & Best Practice Research

Initial Feedback

- Venue Manager
- Venue Operator
- Visit Augusta
- Event Producers

Best Practice Research

- Top performing amphitheatres
- Similar placemaking efforts
- JLL experience at similar venues

- Local market is growing, still small and not well developed
 - Cyber and other economic activity is transforming community; Student population helps
 - Bias toward larger markets/Atlanta
 - Seen as second-tier, developing market
- Currently, sense that local market is becoming saturated
- To be competitive in attracting non-local audiences, an amphitheater in Augusta must provide:
 - Excellent audience experience
 - Competitive venue/competitive experience
 - Marketing to build awareness
- Optimal size is 8,000 – 10,000 seats (to drive artist type and ticket price)

Potential Scenarios for Lake Olmstead

	Minimal Change Basic renovations/ improvements	Conversion of stadium to fixed-seat amphitheater	Substantial Change Placemaking opportunity
Goal	Create sustainable model that has the potential potential to break even in the short-to medium-term	Make use of the asset and recoup a portion of construction/operating costs	Construct and operate best-in-class facility to brand Augusta as a music venue market; serve as lost leader
Needed Investment*	- Renovation = \$250-\$600/seat - No site change costs - Dedicated staff for marketing, show recruitment and operations	- Construction = \$2,000-2,500/seat; - Site change costs = 15% of construction - Marketing/ production contract (or (or show recruitment); in-house promotion; Lake Olmstead range = \$22-\$25 million	- Construction = \$3,300-4,000+/seat; 4,000+/seat; - Site change costs = 30% of construction - Marketing/ production contract (or (or show recruitment); investments in investments in surrounding area to to improve total experience: - Lake Olmstead range = \$33-\$40 million
Marketing needs/usage	Identify other uses Self-promote to smaller acts	Professional marketing/ production firm partnership needed to recruit volume volume and quality of shows	Professional marketing/ production firm partnership needed to recruit volume volume and quality of shows
Types of shows	Non headliners, tribute bands, local activity; activity; similar to current shows/events; lower-lower-quality; little appeal outside of region region	Mix of existing; can recruit headliners but but at cost	Higher-quality, headline shows possible if possible if marketing/ production firm partnership can be reached; will differentiate Augusta
Advantages	Minimal investment; uses stadium; additional additional resident amenity; multiple uses.	Improved resident amenity	Begins to re-brand Augusta as a music music destination; high-end amenity for for some residents
Risks	Cannibalize current market; susceptible to market forces; little control/choice of shows/acts; creating volume of activity will be limited by limited seating; limited additional parking; limited additional infrastructure not included	Cannibalize current market; still compete compete with local amphitheaters; susceptible to market forces; will still see limited control/choice of shows/acts; fixed seating will limit uses; City will need to to subsidize operations	Higher price point for tickets may mean mean less accessibility for many residents; residents; building brand and market will will be a long-term investment; City will will need to subsidize operations over over long-term

Case Study and Example Approach: Tuscaloosa, Alabama



"I believe the amphitheater is a physical manifestation of our transformation as a city."

--Tuscaloosa Mayor Walter Maddox

- Opened in 2011, built by City
- Construction costs estimated at \$18 million (doesn't include land or remediation costs)
- Construction and operating expenses funded by a dedicated 2% hotel tax
- City contracts with Red Mountain Entertainment for bookings and marketing
- \$40 million mixed-use development surrounding site to date
- Site was a former landfill

First-in-Class Venue

- No. 1 amphitheater in Alabama (2018)
- Proximate to Downtown and University of Alabama
- Connected to the Tuscaloosa Riverwalk

SEATING CAPACITIES

- 8,400 fixed seats
- Promoted by Red Mountain Entertainment

PERFORMANCES

- 12-15 shows/year
- 2019 ticket price range = \$20 - \$249

Why it works

- Underwritten by City
- Focus on quality
- Proximity to other demand generators
- Professional booking/marketing

Conclusion

- Lake Olmstead Stadium could be transformed to an amphitheater, but will require additional investment—both in terms of capital/operating funds and in terms of staffing or vendors to market it to acts/users—to entice either local or longer-distance markets.
- The level of investment the City places in the former stadium will determine the types of acts/audiences the new venue can attract.
- Given the current state and perception of the Augusta market for live/concert entertainment, the City of Augusta will need to incentivize or partner with larger name acts to perform at the amphitheater.
- Additional supply to the local/regional audience market will likely cause decreased attendance at existing venues.
- To be competitive with other regional venues (e.g., attract a larger, higher-ticket sales market), the amphitheater must provide a unique experience. Creating that experience will require large investments/incentives from the City.
- The optimal size for such an amphitheater is 8,000 – 10,000 seats (to drive artist type and ticket price).



**Administrative Services Committee Meeting
8/27/2019 1:10 PM
Commission Rules of Procedures**

Department:

Presenter: Commissioner Marion Williams

Caption: Motion to **approve** that any voting member of this body can make a motion at any point without being recognized by the Chair. **(Requested by Commissioner Marion Williams)**

Background:

Analysis:

Financial Impact:

Alternatives:

Recommendation:

**Funds are
Available in the
Following
Accounts:**

REVIEWED AND APPROVED BY:



Administrative Services Committee Meeting
8/27/2019 1:10 PM
Economic growth in the underserved areas

Department:

Presenter: (Requested by Commissioner Marion Williams)

Caption: Discuss lack of economic growth in the underserved areas of Augusta e.g. the James Brown Heritage Trail and James Brown Trace. **(Requested by Commissioner Marion Williams)**

Background:

Analysis:

Financial Impact:

Alternatives:

Recommendation:

**Funds are
Available in the
Following
Accounts:**

REVIEWED AND APPROVED BY:



**Administrative Services Committee Meeting
8/27/2019 1:10 PM
Meeting Management System**

Department:

Presenter: Commissioner John Clarke

Caption: Meeting Management System for the purpose of Augusta decorum and order of questions and statements. **(Requested by Commissioner John Clarke)**

Background:

Analysis:

Financial Impact:

Alternatives:

Recommendation:

**Funds are
Available in the
Following
Accounts:**

REVIEWED AND APPROVED BY:

AGENDA ITEM REQUEST FORM

Commission meetings: First and third Tuesdays of each month – 2:00 p.m.

Committee meetings: Second and last Tuesdays of each month – 1:00 p.m.

Commission/Committee: (Please check one and insert meeting date)

☐ Commission	Date of Meeting _____
☒ Public Safety Committee	Date of Meeting <u>8-13-19</u>
☐ Public Services Committee	Date of Meeting _____
☐ Administrative Services Committee	Date of Meeting _____
☐ Engineering Services Committee	Date of Meeting _____
☐ Finance Committee	Date of Meeting _____

Contact Information for Individual/Presenter Making the Request:

Name: JOHN CHAIK

Address: _____

Telephone Number: 706-564-2632

Fax Number: _____

E-Mail Address: JCHAIK@Augusta.ga.gov

Caption/Topic of Discussion to be placed on the Agenda:

MEETING MANAGEMENT SYSTEM - FOR THE
PURPOSE OF MAINTAINING DECORUM AND ORDER
OF QUESTIONS AND STATEMENTS.

Please send this request form to the following address:

Ms. Lena J. Bonner
Clerk of Commission
Suite 220 Municipal Building
535 Telfair Street
Augusta, GA 30901

Telephone Number: 706-821-1820
Fax Number: 706-821-1838
E-Mail Address: nmorawski@augustaga.gov

Requests may be faxed, e-mailed or delivered in person and must be received in the Clerk's Office no later than 9:00 a.m. on the Thursday preceding the Commission or Committee meeting of the following week. A five-minute time limit will be allowed for presentations.



**Administrative Services Committee Meeting
8/27/2019 1:10 PM
Minutes**

Department:

Presenter:

Caption: Motion to approve the minutes of the Administrative Services Committee held on August 13, 2019.

Background:

Analysis:

Financial Impact:

Alternatives:

Recommendation:

**Funds are
Available in the
Following
Accounts:**

REVIEWED AND APPROVED BY:



Administrative Services Committee Meeting Commission Chamber - 8/13/2019

ATTENDANCE:

Present: Hons. Hardie Davis, Jr., Mayor; Clarke, Vice Chairman; Davis and B. Williams, members.

Absent: Hon. Sias, Chairman.

ADMINISTRATIVE SERVICES

1. Discuss the Augusta Commission's Rules of Procedures. (**Requested by Commissioner Marion Williams**) **Item Action:**
Approved

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve receiving this item as information. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes

2. The Engineering Department-Storm Water Division requests the purchase of one replacement Dome Style Service Truck at a cost of \$72,932.00 using Storm Water Capital Outlay. Bid Item 19-237 - Wade Ford **Item Action:**
Approved

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes

3. Discuss and amend 2019 Commission Calendar. (**Requested by Mayor Hardie Davis, Jr. - referred from August 6 Commission meeting**) **Item Action:**
Approved
Item # 6

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve amending the 2019 Commission calendar to hold budget hearings between the time the budget is presented until the date that the budget is adopted. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes

4. Discuss and adopt Commission Calendar for 2020. **(Requested by Mayor Hardie Davis - referred from August 6 Commission meeting)** **Item Action: Approved**

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve preparing a Code amendment to adopt the Commission calendar for 2020 having one meeting in July and two meetings in December. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes

5. Approve award of contract for Annual Ground Maintenance for Downtown Facilities and Regional Library Locations to Truegreen, Piedmont Landscape Management, Davis Landscape Company and Jacobs Land Management of North Augusta and Augusta in the amount of \$224,069.89. The base bid is for September 1, 2019 to December 31, 2020 with an option to extend for one year in 2021. **Item Action: Approved**

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes

6. Discuss and review Augusta Code Section 3-7-33 Marijuana. (Requested by Commissioner Dennis Williams) **Item Action:**
Approved

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve amending Code Section 3-7-33 to reduce the jail time from 60 days to no time and the fine from a cap of \$1,000 to a cap of \$150 for the first two offenses and a cap fine of \$300 for the third and subsequent offenses and bringing the amended Code section back for approval. Motion Passes 3-0.	Commissioner Bobby Williams	Commissioner Mary Davis	Passes

7. Approve award of contract to provide professional services to assess the condition of roofs on Augusta owned buildings to Terracon Consultants of Lawrenceville, GA in the amount of \$85,750.00. Bid Item 19-229 **Item Action:**
Approved

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes

8. Motion to approve the minutes of the Administrative Services Committee held on July 30, 2019. **Item Action:**
Approved

Motions

Motion Type	Motion Text	Made By	Seconded By	Motion Result
Approve	Motion to approve. Motion Passes 3-0.	Commissioner Mary Davis	Commissioner Bobby Williams	Passes



**Administrative Services Committee Meeting
8/27/2019 1:10 PM
PPPM Drug Policy**

Department:

Presenter: Commissioner Bobby Williams

Caption: Discuss and direct Administration and Law Departments to review the city's current substance abuse policy in association with the proposed amendments to Augusta Code Section 3-7-33 Marijuana and report back in 90 days. **(Requested by Commissioner Bobby Williams)**

Background: On August 20, 2019 the Commission **approved** amending Augusta Code Section 3-7-33 Marijuana to reduce the jail time from 60 days to no time and the fine from a cap of \$1,000 to a cap of \$150 for the first two offenses and a cap fine of \$300 for the third and subsequent offenses and bringing the amended Code section back for approval.

Analysis:

Financial Impact:

Alternatives:

Recommendation:

**Funds are
Available in the
Following
Accounts:**

REVIEWED AND APPROVED BY:

Cover Memo

Item # 7

Cover Memo

Item # 7