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**Community Outreach Advisory Board  
Wednesday, March 23 – 6:30pm**

**Present:** Nabilah Islam, Cally D'Angelo, Emma Reynolds-Middleton, Albert Sorto,  
Derrick Brown, Heejin Ko

**Absent:** Sheetal Desai, Marion Sailor, Rafael Villegas

1. Call to Order – 6:43pm
  2. Approval of Agenda  
{Action: Approved; Motion: Brown, Second: Sorto; Vote: 6 –0; D'Angelo – Yes; Sorto – Yes; Islam – Yes; Reynolds-Middleton – Yes; Ko – Yes; Brown – Yes}
  3. Approval of Minutes:
    - January 26, 2022{Action: Approved; Motion: Brown, Second: Reynolds-Middleton; Vote: 6 –0; D'Angelo – Yes; Sorto – Yes; Islam – Yes; Reynolds-Middleton – Yes; Ko – Yes; Brown – Yes}
  4. Gwinnett Place Mall Equitable Redevelopment Plan Overview: The staff from HR&A Advisors provided an update on the Gwinnett Place Mall Equitable Redevelopment Plan to the Community Outreach Board members.
  5. Community Outreach Update: Community Outreach Director Shaunieka Taste gave an update on the events in April and May. In addition, she informed the board that the Gwinnett 101 Citizens Academy's 14<sup>th</sup> cohort will begin Thursday, April 7 and continue through June. The Gwinnett Youth Commission's application cycle continues through April 29.
  6. 2022 Board Priorities Discussion: The board members reviewed their responsibilities and discussed their focus areas for 2022. The following ideas were presented:
    - Developing a strategic plan
    - Drafting criteria for community partnerships
    - Developing a marketing plan for the advisory board
    - Creating a standard for sharing information to target audiences
    - Prioritizing language access
    - Identifying target groups
    - Leveraging partnerships with local businesses, media channels, and regular community touchpoints
- The board members plan to start their work on the criteria for community partnerships during their next meeting.
7. Public Comments -- None
  8. Adjournment – 8:11pm  
{Action: Approved; Motion: Brown, Second: Ko; Vote: 6 –0; D'Angelo – Yes; Sorto – Yes; Islam – Yes; Reynolds-Middleton – Yes; Ko – Yes; Brown – Yes}



# Reclaim, Reconnect, Reimagine, and Revive Gwinnett Place Mall

Community Outreach

Advisory Board

Wednesday, March 23, 2022



# What is the project?

The County, in partnership with the community, is creating an **Equitable Redevelopment Plan**, a roadmap that will guide the redevelopment of the mall and the County's actions to make it a reality.



- Parcel
- Purchased by Gwinnett County in 2021
- Already owned by Gwinnett County



Gwinnett Place Mall

0 250 500 Feet



# LCI Study

Upon completion of the Equitable Redevelopment Plan, more detailed plans for the mall will be developed.



Gwinnett Place Mall Site  
Revitalization Strategy

A collaborative effort of:



Gwinnett



ARC

**Development**

**Mobility**

**Infrastructure**

**Placemaking**



# Vision Statement

The Gwinnett Place Mall lies at the **heart of Gwinnett** with a diverse set of entrepreneurs, customers, and neighbors that must be reflected in its redevelopment.

It will be a **dynamic and innovative destination** that celebrates Gwinnett's diverse communities, reflects community needs, and creates economic opportunity for the surrounding community.

Through the Equitable Redevelopment Plan and subsequent implementation actions, the County will achieve these goals and set a national precedent around **equitable economic redevelopment**.



# Guiding Principles

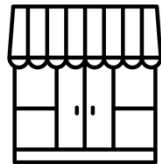
- All existing residents, businesses, and employees around the mall will lend their voices to the redevelopment process.
- The mall redevelopment will contribute to a more equitable and inclusive Gwinnett County for everyone.
- The mall redevelopment will be feasible and generate broad, new economic opportunities.
- The mall redevelopment will determine ways to identify and adjust impacts on vulnerable communities.

# Community voices have identified five themes that will help guide the mall's future.



## Housing

Ensure existing residents of the Gwinnett Place area can remain in the area and share in the benefits of redevelopment



## Small Businesses

Offer existing businesses in the Gwinnett Place area new opportunities to grow and thrive



## 24/7 Destination

Become a vibrant, regional destination that generates financial prosperity for communities and the County



## Neighborhood Services

Support existing and new Gwinnettians as the County grows and becomes increasingly diverse



## Jobs

Generate jobs for Gwinnettians that enable them to support themselves and their families

# Engagement: Outreach Partners

We have engaged **community-based organizations** as Outreach Partners to:

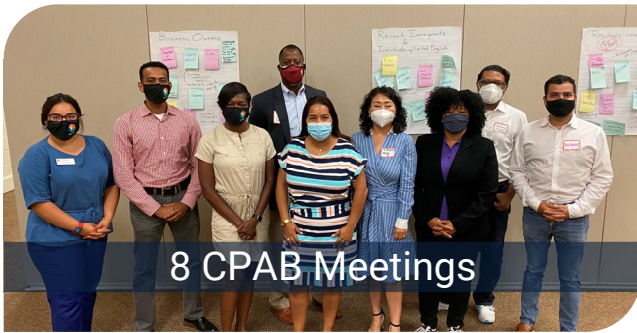
- Support on-the-ground engagement
- Translate materials
- Canvass and table
- Inform and execute a communications plan

- Asian Americans Advancing Justice
- Latin American Association
- Trinity Outreach



# Progress to Date: Engagement

Over the course of the project to date, we've engaged nearly **2000 community members** through a variety of different mechanisms to hear about their vision for the mall.



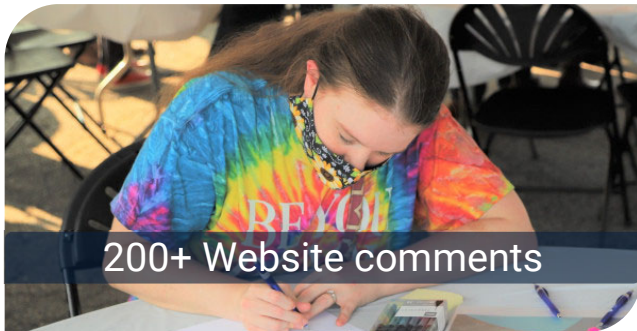
8 CPAB Meetings



102 Open House attendees



18 Meetings-in-a-Box



200+ Website comments



23 Interviews



1300 Questionnaires completed

# What we've heard so far ...

Affordable housing and quality jobs are top issues, for the Latino community in particular

Small business owners are concerned about finding workers, affording rent, marketing, and permits.

The top disparities for people who live around the mall are the lack of quality jobs, access to public transportation

# Roadshow

Our Roadshow is the final push for feedback around the proposed Strategies for the future Equitable Redevelopment Plan

## Come join us!

**Block Party on Sat April 9** at  
the Gwinnett Place Mall



Register here

**Small group discussions**  
**during the first week in April**

Our team will support you to host  
small group discussions about  
the project



# Timeline & Upcoming Milestones

Feb

Mar

Apr

May

## ERP + Implementation Memo

○ Emerging Themes

Public Review of Strategies

○ Final ERP ○

## CPAB + Community Engagement

CPAB Workshops



Digital Outreach (website, social media, etc.)



Questionnaire



Ongoing Canvassing



Events



# How can I stay involved?

- **Stay informed.** Make sure to leave your email with us to stay engaged in the planning process.
- **Come to our events.** We will be hosting several events later as part of our Roadshow
- **Share your feedback.** We're always collecting feedback through the website. Check back regularly for updates!
- **Spread the word.** Talk to your family, friends, coworkers, and neighbors about the project.
- Want to learn more and receive update emails? Visit:  
**ReclaimGwinnettPlaceMall.com**
- Want to reach out? Email us at:  
**Outreach@GwinnettCounty.com**
- Want to receive updates via text? Text "YES" to **678.605.9932** (English only)
- Share your ideas on social media with  
**#ReclaimGwinnettPlaceMall**



**Community Outreach**  
**2022 Programs & Activities – Updated 3/23/2022**

**January:**

- Martin Luther King Jr. Holiday Observance: Monday, January 17

**February:**

- Lunar New Year: February 1

**March:**

- Gwinnett 101 Citizens Academy, Spring 2022 application deadline: March 1
- International Women’s Day/Women’s History Month Observance: March 8
- GJAC Tour: March 18

**April:**

- Gwinnett Youth Commission 2022 – 2023 application deadline: April 29
- Gwinnett 101 Citizens Academy, Spring 2022 begins: April 7
- GJAC Tour: April 15

**May:**

- Jewish American Heritage Month
- GJAC Tour: May 6
- Gwinnett Multicultural Festival: May 14
- AAPI Heritage Night Celebration: May 17

**June:**

- Gwinnett Youth Commission 2022 – 2023 year begins: June 1
- GJAC Tour: June 17
- Juneteenth celebration: June 19
- Gwinnett 101 Citizens Academy, Spring 2021 graduation: June 21
- Gwinnett Pride participation: June 25
- Pride Month Party: June 28

**July:**

- Gwinnett 101 Citizens Academy, Fall 2022 applications due: July 5
- Gwinnett Youth Commission induction ceremony: July 26
- GJAC Tour: July 29
- Vibrant Communities Open House: July 30

**August:**

- International Youth Day: August 12
- GJAC Tour: August 19
- Gwinnett 101 Citizens Academy, Fall 2022 begins: August 25

**September:**

- African Heritage Month
- Welcoming Week: September 9 – 18
- National Hispanic Latino Heritage Month: September 15 – October 15
- GJAC Tour: September 23

**October:**

- GJAC Tour en Español
- Indigenous Peoples' Day: October 10
- International Pronouns Day: October 19
- GJAC Tour: October 21
- Atlanta Pride participation

**November:**

- Día de Muertos
- Native American Heritage Month
- Gwinnett 101 Citizens Academy, Fall 2022 graduation: November 15