

To: Members, property and business owners, and residents of the MSAA
From: Suzanne Bair
Date: January 2, 2011
Re: The Future of the MSAA

Dear Friends of the MSAA:

Periodically over the last few months, the leadership of the MSAA has met to discuss the future of the Marietta Street Artery Association. We are proud of the association's accomplishments and efforts dating back to its founding ten years ago. Under the leadership of a variety of capable and involved people, the MSAA has made its voice known in everything from zoning issues to crime concerns as they impact our neighborhood and surrounding communities.

The MSAA has spearheaded cleanups, lodged complaints through proper channels of a variety of concerns, developed in cooperation with other parties a revenue-generating map to draw more visitors and shoppers to the area, took on the mighty CSX expansion efforts, and generally been the first line of defense against unwanted encroachment.

The association has also supported the efforts of our sister neighborhoods in their own similar endeavors.

It's a New Day in the Neighborhood. Today, MSAA is a vibrant live, work, and play community. Where metal scrap yards once stood are now apartments, shops, and restaurants. Vacant buildings now house everything from lofts to offices to some of Atlanta's finest restaurants. A lot of people took a lot of chances with money and dreams to turn an entire side of Atlanta on its ear and into a fascinating place.

Certainly some of the early "pioneers" were central to kick-starting this success, such as _____ King with the landmark King Plow Center, Bob Silverman initially with Carriage Works and then Block Candy Company and other Winter Properties developments, along with Nexus, Engineers Book Store . . . the list goes on and on, block by block, brick by brick. MSAA has been proud to assist wherever possible in facilitating this rebirth, sometimes with a word of caution, most often with cheering and congratulations.

Is Our Work Done? Not by a long shot. The Marietta Artery, as is any neighborhood, an organic entity, always evolving. It is important that the MSAA remain as a sounding board, clearing house, and buffer and cheerleader.

At the same time, there is not so much work that needs to be done that warrants six meetings a year (every other month). Over the past year, many of the meetings have been simple repeats of the previous meeting, with a crime reports, an occasional committee report, NPU updates and a zoning variance request here or there. While it's good to see old friends, and explore the facilities of our members where we meet at, even nibble on cookies and drinks, the MSAA officers feel another approach is worth exploring.

There are two approaches we're considering:

- **When and If Necessary.** In this approach, the MSAA would call a meeting when there is something of interest that requires general discussion. The pros of this is that it allows us to accumulate agenda items until there is enough to warrant a meeting. The cons include the fact that some issues—such as zoning requests—cant (and shouldn't) wait weeks and weeks until MSAA gives its recommendation to the NPU.
- **Updates via E-mail, Web and Message Boards.** This approach would work well with much of the MSAA's day-to-day business, including issues of crime alerts, notices of public events, and other postings. It would still require the occasional meeting to address issues that require group discussion.
- **Meetings Every Four Months.** This might work in conjunction with *Updates via E-mail, Web and Message Boards*. With three meetings per year (instead of the current six), it enables enough agenda items to (in theory) accumulate to make the meeting worthwhile.

That's where we're at right now. We'd like your input and suggestions via e-mail to Suzanne Bair. At our January meeting (we skipped November due to the Thanksgiving holiday), we can discuss any suggestions and make plans for the new year and into the future. Look for an announcement soon as to the location of this meeting.

Thank you for your time.

With warmest regards and wishes for a safe holiday season,

Suzanne Bair
President
Marietta Street Artery Association