

Lena Bonner

From: Jasmine Sims
Sent: Friday, June 27, 2025 11:06 AM
To: Johnson, Cedric
Cc: Lena Bonner; Natasha L. McFarley
Subject: JBA Letter of Support
Attachments: JBA Support Letter.pdf

Good Morning Chairman Johnson,

Please find attached the Letter of Support from the Augusta Commission regarding the naming of the new arena. This correspondence is transmitted by the Mayor's Office on behalf of the full Commission, pursuant to an approved Commission action on June 17, 2025. We respectfully request that this letter be entered into the official record of the Coliseum Authority and that appropriate consideration be given to the Commission's expressed position.

Should you have any questions, please feel free to reach out.

Best Regards,

Jasmine Chavous Sims, MBA, EdS
Chief of Staff | Office of the Mayor
Augusta-Richmond County, Georgia
535 Telfair Street, Suite 200 • Augusta, GA 30901
Office • 706-821-1834 | Mobile • 706-993-7358
jasmimesims@augustaga.gov | www.augustaga.gov



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AED:104.1



June 20, 2025

Mr. Cedric Johnson
Chair, Augusta Coliseum Authority
601 7th Street
Augusta, Georgia 30901

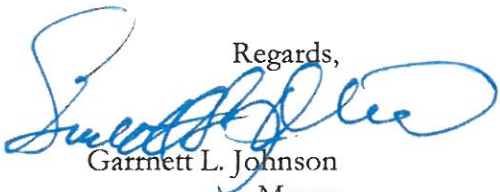
RE: New James Brown Arena

Dear Cedric:

The news of the possibility of the Coliseum Authority discontinuing the use of the name "James Brown Arena" for the centerpiece of the Augusta Entertainment Complex is a great concern to the Augusta Commission. The Commission and the Authority have long worked hand-in-hand to have the necessary legislation passed at the state level for the C-SPLOST and to provide the voters the necessary information to make an informed decision regarding the replacement of the James Brown Arena. The frequent use of "the New James Brown Arena" in describing the facility and "James Brown Arena" in the artist renderings reasonably led the Commission, but more importantly, the voters, to conclude that the name of honoring one of Augusta's favored citizens would not change.

With the history of the Authority providing the Commission frequent updates on the progress of the design and funding for the project, I would think the Commission would be briefed on an issue of this magnitude. While I appreciate the need to generate funding, it was represented to the voters that the C-SPLOST would be sufficient to cover the cost of the arena and efficiencies due the arena being "state of the art" would reduce operating costs. Coupling this with the increase of the hotel/motel tax, is funding from the sale of naming rights a need to complete the project or simply a want?

I request that representatives from the Coliseum Authority appear at an upcoming Commission meeting to explain to the citizens of Augusta and the Commission the plans for the naming of the arena and how James Brown will be honored. I will have my chief of staff reach out to you to schedule a date for your presentation.

Regards,

Garnett L. Johnson
Mayor

cc: Clerk of Commission



Office of the Administrator

Tameka Allen
Administrator

June 17, 2025

Jim Plunkett
Law Department
535 Telfair Street
Building 3000
Augusta, GA 30901

Dear Mr. Plunkett,

At the regular meeting held on Tuesday, June 17, 2025, the Augusta, Georgia Commission, acted on the following items:

18. Approved a meeting with the Administrator, Interim Finance Director and General Counsel and Dr. Akers' team to determine if there is an alternate way to move forward with the proposed development of a pickleball and tennis complex with an associated hotel.

20. Approved to submit to the Coliseum Authority the "Letter of Support" from the Augusta Commission maintaining the name of James Brown on the new arena; and requesting the presence of the Coliseum Authority in the chambers.

27. Approved motion to authorize condemnation to acquire a portion of property for permanent drainage easement and temporary construction easement (Parcel 061-3-135-00-0) 1322 Solomon Place (East Augusta Drainage and Improvements Phase IV Project).

28. Approved motion to authorize condemnation to acquire a portion of property for right of way and temporary construction easement (Parcel 043-4-001-00-0) 2631 Wrightsboro Road (Wrightsboro Road Improvements Project).

29. Approved motion to authorize condemnation to acquire a portion of property for temporary construction easement and driveway easement (Parcel 042-3-029-00-0) 1700 Valley Park Court (Wrightsboro Road Improvements Project).

30. Approved motion to authorize condemnation to acquire a portion of property for temporary construction easement (Parcel 061-3-035-00-0) 1320 Bruce Street (East Augusta Drainage and Improvements Phase IV Project).

34. Approved recommended changes to Animal Ordinance with any corrections to the grammar and spelling, as needed and approved by the Interim General Counsel.

Addendum 1.

Approved to host a code enforcement walk through immediately, to include all agencies deemed necessary, to invite Redwood to appear in front of the Commission immediately, and for General Counsel to bring back recommendations on what actions the governing body can take.

If you have any questions, please contact me.

In Service,



Tameka Allen, Administrator

TA/nd

Augusta-Richmond County Coliseum Authority
601 7th Street
Augusta, Georgia 30901

June 30, 2025

The Honorable Garnett L. Johnson
Mayor of Augusta
Augusta-Richmond County Municipal Building
Augusta, GA 30901

RE: Arena Project and Commission Briefing Request

Dear Mayor Johnson,

Thank you for your letter dated June 27, 2025 regarding the new Augusta Arena. While we appreciate the public interest and enthusiasm surrounding this historic and transformational project in our community, your correspondence reflects a troubling degree of misinformation — some of which has been echoed in public forums and media — that warrants immediate clarification.

First, the Arena referendum branded as the “New James Brown Arena” was decisively rejected by voters in 2021. The successful 2023 C-SPLOST referendum — which passed overwhelmingly — supported construction of a *new Augusta Arena*. These are two entirely separate campaigns. The 2023 campaign deliberately avoided use of James Brown’s name for both legal and practical reasons. Any renderings or descriptions referencing James Brown are from the 2021 effort — not the

stakeholder events, and regular Hard Hat Tours. Notably, a tour held in May 2025 was scheduled specifically for you and the Commission. Finally, while my contact information is readily available and our meetings are open to both the public and media, this letter is the first direct communication I've received from you or your office regarding this matter. Given the amount of inaccurate speculation circulating and the importance of ensuring our citizens have the full picture, I respectfully request the opportunity to address the Commission at its meeting on Tuesday, July 15.

Thank you in advance for your consideration and service.

Sincerely,

Cedric Johnson
Chairman, Augusta Coliseum Authority