

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

JANUARY 8, 2015

I. CALL TO ORDER/INVOCATION

A meeting of the Henry County Development Authority (HCDA) was held on January 8, 2015 at the Development Authority offices located at 125 Westridge Industrial Boulevard, McDonough, Georgia. Board members present were Bill Herndon, Charles Mobley, Geoff Cauble and John Bozeman. District 5 HCDA Board appointee Harrice Moore joined the meeting in progress. Also in attendance were Rod Meadows, Legal Counsel, Meadows and Macie, Bob White, outgoing Executive Director, Charlie Moseley, incoming Executive Director, Leah Brown, Manager Business Retention and Expansion, and Terry Collins, Recording Secretary. Guests in attendance representing Henry Council for Quality Growth were Steve Cash, Shirley Tyree, Jack Bowdoin, and Clate Wall. Also in attendance were David Gill, President, Henry County Chamber of Commerce (HCCC), Judge Kelley Powell, Henry County Probate Court, Keith Mather, Pipeline Social Media, and Bob Trescott, Business Development Director, City of McDonough. At 9:00 a.m., Chairman Herndon called the meeting to order, welcomed all guests and called for a moment of silence.

II. CALL ROLL/QUORUM/NOTICE OF MEETING

The Recording Secretary called roll then verified that a quorum is present and that meeting notices had been properly executed. Chairman Herndon noted that Judge Powell would conduct the swearing in of new Board member Harrice Moore upon his arrival.

Chairman Herndon asked for a motion for the HCDA to operate under the guidelines of Robert's Rules of Order for Authority Board meetings. Mr. Mobley made a motion and Mr. Cauble seconded. The motion passed unanimously.

III. APPROVAL OF AGENDA

Chairman Herndon requested several amendments to the agenda requesting to add discussion of the 2015 Star Breakfast to New Business, an emergency personnel matter to Executive Session, and Request for Proposal (RFP) Pipeline and Atlas Advertising Update to Old Business. Mr. Cauble made a motion to amend the agenda as noted by the Chair. Mr. Mobley seconded and the motion passed unanimously. Chairman Herndon called for a two minute break to check on the arrival of Mr. Moore.

IV. ELECTION OF OFFICERS

At 9:08 the Board reconvened. Mr. Cauble made a motion to table agenda item number IV. Election of Officers to a time certain which would be the next regularly scheduled Board meeting on February 5, 2015. Mr. Bozeman seconded and the motion passed unanimously.

V. APPROVAL OF MINUTES

Chairman Herndon asked if there were any questions on the Minutes of December 11, 2014, and hearing none called for a motion. Mr. Cauble made a motion to accept the Minutes to record and Mr. Mobley seconded. The motion passed unanimously.

Chairman Herndon asked if there were any questions on the Minutes of December 30, 2014, and hearing none called for a motion. Mr. Mobley made a motion to accept the Minutes to record and Mr. Cauble seconded. The motion passed unanimously.

VI. INVOICES/FINANCIALS/CORPUS

Mr. Mobley raised a question regarding the Dropbox annual fee item. Mr. White and Mr. Cauble both explained the need to continue with the Dropbox account noting that the Board could evaluate the need for Dropbox in the future at the end of 2015. Mr. White noted that the Dropbox expanded memory fee payment had previously been made on a monthly basis, but the annual prepayment was at a discount over the monthly individual fees and would negate the need for a monthly fee payment.

Mr. Mobley raised a question regarding auditing of the Authority funds. Mr. White noted that the Authority funds are audited along with County funds in the County audit. Chairman Herndon suggested that the Board conduct a self-audit separate to the County.

At 9:20 a.m., Mr. Moore arrived and the Board suspended discussion of Invoices/Financials/Corpus.

All Board members, staff and guests introduced themselves to Mr. Moore.

VII. SWEARING IN OF NEW BOARD MEMBER

Judge Kelley Powell conducted the swearing in ceremony of Mr. Harrice B. Moore, District 5 Board member. Everyone congratulated and welcomed Mr. Moore. Ms. Brown, Judge Powell and Mr. Moore left the Board room to take a photo.

Return to discussion on Invoices/Financials Corpus

Mr. White explained that the Authority funds are audited as part of the County audit conducted by Mauldin & Jenkins and that the Authority provides a monthly audit report to County Finance department. Chairman Herndon recommended consideration of a self-audit so that Board members know that funds are spent appropriately as intended. Mr. Mobley made a motion that the Board conduct a self-audit by the end of February 2015 to clarify spending. Chairman Herndon asked for an amendment to the motion to indicate Mr. Mobley taking the lead on this matter with Mr. Moore's assistance. Mr. Cauble seconded the motion. Board members agreed that Mr. Mobley will report on the self-audit at the regularly scheduled March 2015 meeting. With no further discussion, the motion passed unanimously.

Board members briefly discussed that previous bond fees are up to date, and Mr. White confirmed that the annual fee letters for 2014 were being distributed. Mr. Mobley made a motion to admit to record the Invoices/Financials/Corpus reports. Mr. Bozeman seconded and the motion passed unanimously.

At 9:28, Mr. Moore and Ms. Brown returned to the meeting from the photo opportunity. Judge Powell left the meeting. Chairman Herndon reviewed the last action taken for the benefit of Mr. Moore.

VIII. OLD BUSINESS

- RFP Pipeline Social Media – Mr. White and Ms. Brown prepared and provided in advance, an internal marketing RFP comparison matrix displaying the key elements of the four proposals received in response to the RFP. Mr. Cauble, Mr. White and Ms. Brown reviewed the matrix at length for Board members and all agreed that the proposal from Pipeline was the most thorough. Board members were offered an opportunity to ask questions of Mr. Mather who indicated that Pipeline considered their relationships with their clients to be partnerships and their intent to meet weekly with HCDA staff. Mr. Mather also noted their intent to meet with Atlas Advertising. Mr. Cauble finalized his review of expected outcomes of using Pipeline for internal marketing and made a motion to accept Pipeline's proposal at a cost of \$1,000 per month for 12 months. Mr. Bozeman seconded. Mr. Mobley disclosed that he conducts business with Pipeline and wished to abstain from the vote. The motion passed with four (4) unanimous votes and one (1) abstention by Mr. Mobley.

- Atlas Advertising – Mr. Mobley inquired about the trademark filing for the new Authority logo. Mr. Meadows reported that the Trademark filing has been accomplished with issuance expected in about six months. Board members and staff discussed a few minor issues with the new website www.choosehenry.com that should be rectified in the coming weeks.

At 9:55, Mr. Mather left the meeting.

IX. NEW BUSINESS

Mr. Gill reviewed sponsorship opportunities and details of the 2015 Star Breakfast to be held February 10, 2015 at the Eagle's Landing Country Club. He noted that the breakfast would be honoring County-wide Star student and teacher recipients with up to 17 schools represented. Mr. Mobley noted that the Authority's proposed expenditure form would be required.

Chairman Herndon reviewed details of co-sponsoring a table the Georgia Chamber Eggs and Issues Breakfast coming up on January 11, 2015 at the Georgia World Congress Center and that Board members received this request in advance. Mr. Gill noted that the HCCC has two seats available and Mr. Bozeman encouraged attendance. There was no motion or further discussion.

Chairman Herndon reviewed details of the HCCC 48th Annual Banquet to be held February 7, 2015 at Eagles Landing Country Club and that Board members received this request in advance. Chairman Herndon recommended Board attendance at the event. Mr. Bozeman made a motion to sponsor a table at the HCCC 48th Annual Banquet at a cost of \$1,250. Mr. Cauble seconded and the motion passed unanimously.

Chairman Herndon reviewed details of the request for a donation to Communities in Schools (CIS) Henry County and that Board members received this request in advance. Mr. Mobley made a motion to make a donation of \$500 to CIS Henry County from EMC funds and Mr. Cauble seconded. Mr. Bozeman disclosed that his firm represents CIS Henry and wished to abstain from the vote. The vote passed with four (4) unanimous votes and one (1) abstention by Mr. Bozeman.

Mr. Bozeman noted that since the date of the Star Breakfast is fast-approaching, he made a motion to sponsor the Star Breakfast at the \$500 level utilizing EMC funds without the required proposed expenditure form. Mr. Mobley seconded and the motion passed unanimously.

Mr. Mobley inquired as to when the FY 2016 County budget planning process would begin. Mr. White noted that typically the process begins in February or March and that staff has not yet received information on any preliminary meetings. Chairman Herndon noted to include Proposed Budgets under New Business on the agenda for February 2015.

Chairman Herndon asked for a motion for one additional amendment to the agenda. Mr. Mobley made a motion to amend the agenda and Mr. Moore seconded. The motion passed unanimously.

Chairman Herndon asked for a motion to appoint Rod Meadows, Meadows and Macie LLC, as the Authority's legal counsel. Mr. Bozeman made a motion and Mr. Cauble seconded. The motion passed unanimously.

X. LEGAL MATTERS

Mr. Meadows provided a brief overview of an Exposure Draft of a proposed Tax Abatement Disclosures Standard that has been under consideration for a number of years by the Governmental Accounting Standards Board (GASB) that would potentially have significant implications for development authorities and other parties to economic development incentives. Mr. Meadows noted that the topic was on the agenda of the recently Economic Development Law seminar (that the Authority co-sponsors) and he discussed possible changes that could occur if the draft is adopted and fully implemented and a number of possible steps that the proposed standard would likely require.

XI. DISTRICT REPORTS

District 1, 2, 3 and 5 No Report

District 4 – Chairman Herndon reported that the land disturbance permit for Symphony at Eagle's Landing is expected to be issued today. The project has lost \$ ½ million in investors. The bridge loan and construction loan have been completed and a 360 degree turnaround for the Fire Department will not be done.

XII. STAFF REPORTS

Mr. White reviewed active projects on the January 2015 Staff Reports, a copy of which is attached to these minutes. Mr. Bozeman suggested all Board members meet with their respective Commissioner regarding the current Land Use Plan and strategic location of industrial sites. After further discussion, Chairman Herndon suggested ordering copies of the current Land Use Plan with amendments for each

Board member. He then requested to add Land Use Discussion under Old Business to the February Board meeting agenda. Mr. Meadows suggested ordering copies of the Land Use Plans for the Cities. Mr. White briefly discussed the Opportunity Zone application process that Henry County and the City of Hampton had begun more than a year ago, noting that approval for all new Opportunity Zone designations was frozen, pending further review by the Georgia Department of Community Affairs and the Georgia General Assembly.

Mr. White provided some parting comments in regards to his departure from the HCDA, noting that it has been a pleasure to serve as the HCDA Executive Director for the last 19 ½ years. He commended Mr. Moseley and personally thanked staff. Chairman Herndon commended and thanked Mr. White for his service to the HCDA.

At 10:45 a.m., Chairman Herndon requested a brief break before going into Executive Session. Remaining guests left the meeting.

At 10:52 a.m., the Board reconvened.

XIII. EXECUTIVE SESSION

Mr. Mobley made a motion to move to Executive Session to discuss real estate and personnel matters. Mr. Cauble seconded and the motion passed unanimously.

Executive Session

RETURN TO REGULAR SESSION

At 11:20 a.m., the meeting returned to regular session. Mr. Moseley noted that he had previously committed to mentoring a high school senior by offering a 40 hour unpaid internship during the last week of January 2015. Board members agreed that this would be appropriate and no motion was necessary.

Mr. Cauble made a motion to raise the \$1000 budget set for planning a farewell reception for Mr. White to \$2,000. Mr. Bozeman seconded and the motion passed unanimously. Board members also changed the time of the reception to 2:00 – 4:00 p.m. on January 29th, 2015.

Mr. Meadows reviewed that the Governmental Accounting Standards Board (GASB) Proposed Statement on Tax Abatement Disclosures called for comments by January 30, 2015. He suggested that the Board authorize him to comment on the Authority's behalf. Mr. Cauble made a motion to authorize Mr. Meadows to comment on behalf of the HCDA to the GASB regarding the Proposed Tax Abatement Disclosures standard. Mr. Moore seconded and the motion passed unanimously.

Mr. Moseley noted that he would like to present information in the near future regarding the purchase of a new laptop and phone for his use as Executive Director.


Mr. White reviewed that the next quarterly meeting of the Joint Development Authority of Metro Atlanta (JDAMA) will be on January 13, 2015 in Douglas County. He also reviewed the Georgia Economic

Developers Association (GEDA) January Legislative Luncheon will be held on January 27, 2015 at the Georgia Railroad Freight Depot in Atlanta.

Mr. Meadows again welcomed Mr. Moore to the Authority Board and he provided some additional information on Mr. Moore's background and qualifications.

XIV. ADJOURN

The meeting adjourned at 11:50 a.m.



Terry Collins, Recording Secretary



William L. Herndon, Chairman

**Staff Reports
Henry County Development Authority
January 2015**

BUSINESS ATTRACTION

Project Activity

Project Identifier	Target Area	Project Description	Project Status
Project 436 (aka Harbor 2)	Advanced Manufacturing	Global manufacturing operation evaluating 15-20 acre sites for a 110,000 SF +/- production and distribution facility. Projected employment is 33 at full operation, with a total estimated investment (excluding land purchase) of some \$12 million.	Additional community and infrastructure information provided to consultant. Client still evaluating sites.
Project Stallion (aka Maverick)	Tourism	Existing film studio in Georgia considering expansion in new location.	No updates since last report.
Project Hairy	Logistics	Refrigerated/Freezer distribution center. Phase I represents 250,000 SF building, \$27 million investment and 65 jobs.	Bonds closed in July and company has selected a contractor for their building. Construction is expected to begin by mid-2015.
Project Royal	Logistics	Medical products distribution. 750,000 SF build-to-suit, 180 jobs, \$37 million investment.	Authority staff met with a representative of Project Royal, and statewide economic development project managers to discuss several sites in Henry being evaluated for the Build-to-Suit project, along with sites in several other Atlanta metro counties. An incentives proposal has been submitted to company and awaiting location decision.

OTHER ACTIVITIES:

- Area developers report a definite uptick in market activity. As reported in December, Ridgeline Property Group is in the process of selecting a contractor to build their 715,000 SF speculative building on Avalon Parkway in McDonough, and Panattoni – which had begun permitting on a 750,000 SF speculative building in the Lambert Farms Distribution Center – reports that they are preparing proposals for two 750,000 SF BTS projects...one for Project Royal, and the second for an as of yet unidentified prospect...on their site. In addition, Trammell Crow Company is also planning a speculative building in the King Mill Distribution Park on Hwy 42, also reportedly in the 750,000 SF size range. Prologis also reports interest in one of their Prologis Park Greenwood sites for a large food products distribution center BTS. Further updates on these projects will be shared when available.

- Bob White and Authority Counsel, Rod Meadows, met with Henry County Chief Appraiser, Charles Reddoch, to discuss developing investment and job creation guidelines for future incentives recommendations. Further meetings will be held to include new HCDA Executive Director Charlie Moseley, with progress to be reported at a future Authority meeting.
- Atlas Advertising Project Update:
 - The Authority’s new website at www.choosehenry.com was unveiled at the December 16th Board of Commissioners meeting. A presentation on the new website, logo and branding tagline was made to the Commissioners by Board Member Geoff Cauble and Bob White. Work will begin immediately on the preparation of new Authority letterhead, business cards and marketing collateral featuring the new logo and tagline.
 - As authorized by the Authority Board at the December meeting, a Request for Proposals (RFP) for a local (internal) marketing strategy to complement Atlas Advertising’s external marketing strategy and implementation was prepared by staff and Board members Charles Smith and Geoff Cauble and distributed to four vendors: Pipeline Social Media Solutions, LLC; RevLocal; Season’s Peak, LLC; and, Web Mobile Fusion. All four vendors submitted proposals by the December 23rd submittal deadline, and the proposals have been evaluated by staff and Board members Geoff Cauble and Charles Mobley, who was replacing former Board member, Charles Smith, who resigned effective December 31, 2014, A vendor selection recommendation will be made for consideration by the full Board at the January 8th meeting.
- Bob White attended a planning meeting of the “Prosperous” goal subcommittee of the Atlanta Regional Commission’s Regional Marketing Strategy.

BUSINESS RETENTION & EXPANSION/ENTREPRENEUR DEVELOPMENT

- HCDA was again a co-sponsor with the Henry County Library System and the Small Business Development Center (SBDC) at Clayton State University (CSU) of a Lunch-and-Learn seminar on *Operations* for entrepreneurs and small businesses. The seminar was held on December 2nd and featured a panel consisting of Professor John Mascaritolo, Director of CSU’s Center for Supply Chain Management, Chapman Insurance Group Executive, James Chapman, and Tim Mullen, proprietor of the Pin Strikes Entertainment Center. The Development Authority provided scholarships for some students to attend the seminar.
- A “Happy Holidays” greeting and an announcement of the Authority’s new website were distributed via e-mail to our Constant Contact distribution list.
- On December 11th, Ms. Brown attended a Business Retention & Expansion Course conducted by the Carl Vinson Institute of Government at UGA in Athens. The Course addressed best practices for collecting key information regarding the challenges and opportunities for growth in employment or taxable investment; tools for leveraging both retention and expansion scenarios; and, metrics for evaluating success and communicating results key stakeholders. In addition, instructors presented data on the significance of business retention and expansion programs and will offer case study analysis relevant to the Georgia practitioner.
- Ms. Brown also attended the monthly Henry County SHRM meeting.

PUBLIC POLICY

- The Joint Development Authority of Metro Atlanta (JDAMA) will hold its next quarterly meeting on January 13th in Douglas County. Henry County is represented on the JDAMA Board by the Authority's Chair and Vice Chair who will be elected at the January Authority meeting.

ORGANIZATIONAL STRUCTURE AND ADVANCEMENT

- HCDA was again a co-sponsor of the biennial Economic Development Law Seminar at the State Bar of Georgia on December 4th in partnership with the Institute for Continuing Legal Education in Georgia (ICLE), the Carl Vinson Institute of Government at UGA and GEDA. Authority Counsel Rod Meadows served as moderator of the event, and Bob White moderated two panel discussions at the seminar. Pre-registration for the event exceeded 65 attendees which was considered excellence attendance by ICLE.
- Due to busy holiday schedules in December, no monthly GEDA meeting was held, but the regular schedule of monthly meetings resumes in January with the GEDA Annual Legislative program.

UPCOMING ACTIVITIES

- Georgia Chamber of Commerce Eggs & Issues Breakfast on **Tuesday, January 13, 2015**, at 7:30 a.m. at the Georgia World Congress Center
- Joint Development Authority of Metro Atlanta (JDAMA) quarterly meeting on **Tuesday, January 13, 2015**, at 11:30 a.m. at the Foxhall Resort and Sporting Club in Douglasville.
- Henry Council for Quality Growth monthly meeting at noon on **Wednesday, January 14, 2015**, at the Eagles Landing Country Club.
- Georgia Economic Development Developers Associations Legislative Luncheon, Tuesday, January 27, 2015, at 11:30 a.m. at the Georgia Freight Depot
- Henry County Chamber of Commerce 48th Annual Banquet and Meeting, **Saturday, February 7, 2015** at Eagles Landing Country Club.
- Farewell Reception for Bob White on **Thursday, January 29, 2015**, from 5:00-7:00 p.m. at the Henry County Chamber of Commerce