

## **HENRYCOUNTY DEVELOPMENT AUTHORITY**

### **MEETING MINUTES**

**OCTOBER 4, 2012**

#### **I. ATTENDANCE – CALL TO ORDER**

A meeting of the Henry County Development Authority was held on September 6, 2012 at the Development Authority offices located at 140 Henry Parkway, McDonough, Georgia. Board members present were Scott McCarter, Charles Smith and Rev. Bill Herndon as well as new Board member, John Bozeman. Also in attendance were Rod Meadows, Meadows and Macie, Bob White, Executive Director, Leah Brown, Manager, Business Retention and Expansion and Terry Collins, Recording Secretary. Henry County Probate Judge Kelley Powell was in attendance to conduct the swearing in of new Board member John Bozeman. At 9:00 a.m., Secretary/Treasurer Mr. McCarter, chairing the meeting in the absence of Vickie Loper, called the meeting to order and Rev. Herndon gave the invocation.

#### **II. SWEARING IN OF NEW BOARD MEMBER**

Judge Powell conducted the swearing in ceremony of new Board member for District 2, John Bozeman.

#### **III. ELECTION OF OFFICERS**

At 9:05, Mr. White summarized the need to elect a new Vice-Chairman due to the seat being vacated by Ken Huff, and opened the floor for nominations for Vice-Chairman of the Board. Mr. Smith nominated Rev. Bill Herndon to serve as Vice-Chairman and Mr. Bozeman seconded. The motion passed unanimously and Rev. Herndon agreed to serve in this capacity. Board members requested that Mr. McCarter continue chairing this meeting in the absence of the Chairman. Mr. McCarter accepted and congratulated Rev. Herndon on the Vice-Chairman appointment. Mr. McCarter also noted to amend the agenda to reflect Mr. Meadows in attendance rather than Mr. Morris.

#### **IV. APPROVAL OF MINUTES**

Referring to discussion noted in the September 6, 2012 minutes, Rev. Herndon asked for an update on the proposed matrix to standardize incentives for routine projects being drafted by Mr. White and Mr. Meadows. Mr. Meadows reported that they do have a draft and plan to present it to the Authority Board before moving to present to the Board of Commissioners. Mr. White noted that the September 6, 2012 minutes were also reviewed by legal counsel. Mr. McCarter asked if there were any other comments, corrections or questions on the Minutes from September 6, 2012 and hearing none, he asked for a motion to approve the minutes. Mr. Smith made a motion to approve and Mr. Bozeman seconded. The motion passed unanimously.

#### **V. APPROVAL OF INVOICES**

Mr. White reviewed several items listed on the Summary of Invoices and Board members discussed the importance of the \$2,500 table sponsorship at the upcoming Southern Journal Magazine Person of the Year Award to be held on November 7, 2012. Rev. Herndon noted his concern that so far ticket sales for

the event are low, but that the Authority's sponsorship positively led to 2 more table sponsorships. Board members discussed the possibility of reaching out to the business community to support the event. For Mr. Bozeman's benefit as a new Board member, Mr. White briefly summarized that while the principal operational funding of the Authority comes from the HCBOC, the invoices and financial reports presented at the Board meetings are strictly Authority funds obtained from bond fees, utility unclaimed capital credits and other sources. Mr. McCarter then asked if there were any further comments or questions on the Summary of Invoices and hearing none, he asked for a motion to approve the Summary of Invoices as presented. Mr. Smith made a motion to approve the invoices and Rev. Herndon seconded. The motion passed unanimously.

#### **IV. FINANCIAL REPORTS**

To clarify for new Board member Mr. Bozeman, Mr. White and Mr. Meadows briefly summarized legitimate uses of Authority funds. Mr. McCarter added that in order to preserve funds for future Boards, this Board had previously voted to limit Authority annual spending to 20% of total Authority funds (the Corpus) and noted the Corpus Statement in the financial reports. Mr. McCarter then asked for a motion to approve the Financial Reports as presented. Mr. Smith made a motion to approve and Rev. Herndon seconded. The motion passed unanimously.

#### **V. STAFF REPORTS**

Mr. White shared copies of September 2012 Staff Reports, a copy of which is attached to these minutes. He reviewed for Board members the site visit from Project Snow and representatives from the Georgia Department of Economic Development, Georgia EMC and Transwestern Real Estate. Mr. White noted that the Project Snow representatives seemed pleased with the buildings that were shown in Henry County. Mr. White reported on the Opportunity Zone application and Mr. McCarter noted that the census update is now available and should show new areas. Mr. White clarified that the Opportunity Zone application was based on the 2010 Census results. Mr. Bozeman suggested spending some time in the future discussing Mercer University in Henry County and potential future aviation jobs in Henry County.

Mr. White provided an advertising/marketing update promoting Henry County *in Site Selection* Magazine and *Business Georgia* Magazine, and also reported on his recent meeting with representatives from CBRE to discuss and plan a marketing lunch and learn program for major Atlanta commercial real estate firms to be held later this year or early next year.

Mr. White briefly reviewed conferences and regular scheduled meetings attended by Ms. Brown, and noted that the Authority is co-sponsoring the Existing Industries Council meeting to be held on October 17, 2012.

Mr. White reported that he and Ms. Brown had meetings with BOC Commission Chair Candidate, Ms. Carlotta Harrell, and BOC District 1 Candidate, Mr. James Mays, at their requests, to provide an overview of the Authority and economic development initiatives in Henry County.

#### **VI. NEW BUSINESS**

Mr. White noted that during their first year, new Board members are required to attend 8 hours of Development Authority Board member training. He shared that coming up on December 6, 2012 the Authority is again co-sponsoring the ICLE Georgia Economic Development Law Seminar which would

constitute 6 hours of credit. Mr. Bozeman agreed to check his availability for attendance. Mr. White also made note of several 2012 dates coming up for Board members to check their availability; the HCFQG luncheon on October 10 and the ARC Breakfast on October 12 at 7:30 am. He also noted the final JDAMA meeting for 2012 will be hosted October 9 by the Rockdale County Development Authority at the Cherokee Run Golf Club in Conyers and that the Authority is still in need of golfers to participate in a game of golf after the meeting. Mr. Meadows noted that as he would be out of town during the JDAMA meeting, Mr. Morris would attend.

Looking ahead to December 2012, Mr. White noted that December 15 is scheduled as Leadership Henry Development Day at the Georgia Resource Center in Atlanta ending back in Henry County with an industrial tour. December 15 is also the date for the Economic Outlook Luncheon.

Mr. Meadows noted that the ICLE Georgia Economic Development Law Seminar is the same day as the Authority's regularly scheduled December Board meeting. He suggested discussing at the November meeting the possibility of holding a very brief December Board meeting before the seminar.

Mr. White mentioned the possibility of a presentation at the November Board meeting of the hotel/conference center at Eagles Landing. He also reported his recent discussion with Mr. John Uessler, Henry County for Advanced Studies on the shortage of STEM (Science, Technology, Engineering & Mathematics) education in Henry County. A meeting is planned with Mr. Uessler next week, and Mr. White will report back to Board members after the meeting.

#### **VII. LEGAL MATTERS**

Mr. Meadows noted that executive session would not be necessary today. He did report that he expects the Economic Development Law Seminar on December 6, 2012 to be a very good session again this year; that staff continues to tweak the incentives policy and the Authority is doing its part to address issues; and that he is working on the situation regarding the plastics plant as well as the potential hotel/conference center at Eagles Landing.

#### **VIII. ADJOURN**

Before calling for a motion to adjourn, Mr. McCarter again welcomed Mr. Bozeman to the Board and congratulated Rev. Herndon on his appointment as Vice-Chairman. Rev. Herndon made a motion to adjourn and Mr. Smith seconded. The meeting adjourned at 10:40 a.m.

  
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Terry Collins, Recording Secretary

  
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Scott McCarter, Secretary/Treasurer

**Staff Reports**  
**Henry County Development Authority**  
**September 2012**

**BUSINESS ATTRACTION**

**Project Activity**

**Project Snow:** HCDA hosted a site visit from Project Snow and representatives from the Georgia Department of Economic Development (GDEcD), Georgia EMC and Transwestern Real Estate. Project Snow visited two buildings in the Greenwood Industrial Park followed by a project overview meeting which – due to scheduling constraints – was held at the Henry County Chamber of Commerce. Linda Fleener, HR Manager for Briggs & Stratton’s McDonough Plant, was on hand to answer questions regarding the area workforce and wage rates.

Subsequent to the meeting, additional data was provided to the company in response to prevailing wages. In addition to the sites in Henry County, the company also visited buildings in several other markets within the Atlanta Metro and several other Southeastern states.

**Other Activities**

- **Opportunity Zone Update:** The Opportunity Zone application is still being prepared, and County staff continues to work with the City of McDonough and the City of Stockbridge to join in the OZ application process with the County and the City of Hampton.
- **Advertising/Marketing Update:**
  - **Site Selection Magazine** - HCDA participated in the Georgia Investment Profile advertorial section in the September issue of *Site Selection* magazine. Bob White was interviewed for the Georgia Profile which contained new print advertisement promoting Henry County. Website banner ads were created and will run on the Site Selection website.
  - **Business Georgia Magazine** – HCDA will again participate with a ½-page spread advertisement and a one-page advertorial in the 2012/2013 issue of *Business Georgia* magazine. Business Georgia is published annually by *Georgia Trend* magazine, and is utilized by GDEcD and our other statewide economic development allies in promoting Georgia. The Business Georgia ad will be the final print advertising for 2012 by HCDA.
- Bob White met with Blaine Kelley and Ryan Meyers with CBRE to discuss marketing outreach efforts to Atlanta’s commercial real estate community. HCDA is planning to host a lunch & learn program for major Atlanta commercial real firms in late 2012 or early 2013, and CBRE is assisting with identifying potential invitees and program elements. HCDA will be facilitating a market update for local industries presented by CBRE, and potential dates for the local program are being identified.

- Mr. White met with Ferdinand Seefried and Greg Herren of Seefried Properties, and Tommy Hughes with Hughes Real Estate Services to discuss potential sites for development in Henry County. Seefried has recently managed the expansion of ALPLA's U.S. headquarters and technical center expansion in Henry County, and they are evaluating sites for potential future build-to-suit or speculative industrial developments.
- HCDA was contacted by Judge Jim Chafin regarding his interest in attracting restaurant tenants to the former Chafin Furniture Store location in downtown McDonough. Judge Chafin was provided with a customized demographic study for his business location, and HCDA staff is working with restaurant location consultant Harold Shumacher to schedule a meeting.
- Mr. Danny Stone, Economic Development Manager for Snapping Shoals EMC, presented the Authority with a check for \$10,000 representing the 2012 distribution of their Unclaimed Capital Credits proceeds. The funds are to be utilized to support economic development in Henry County.

#### **BUSINESS RETENTION & EXPANSION/ENTREPRENEUR DEVELOPMENT**

##### ▪ **Networking Events, Meetings & Conferences**

Leah Brown, Manager-Business Retention and Expansion, attended the following conferences and regular scheduled meetings during September including :

- GEDA Annual Conference in Savannah
- Existing Industry Council
- Business Boosters Luncheon and Small Business Council
- GEDA Monthly Meeting and Luncheon
- Henry County SHRM Meeting

##### ▪ **Existing Industry**

- Bob White and Leah Brown met with Odessa Archibald, Regional Economic Development Manager for Georgia Power, to discuss upcoming programs and events, and to explore ways for Georgia Power to support local economic development initiatives.
- Mrs. Brown continues preparation for the October Existing Industry Council meeting which will be co-hosted by HCDA, the Henry County Chamber and The Office Group, and which will feature a program on exporting presented by Taube Ponce with the GDEcD Trade Division.

#### **PUBLIC POLICY**

- Bob White and Leah Brown met with BOC Commission Chair Candidate, Ms. Carlotta Herrell, at her request to provide an overview of HCDA and economic development in Henry County.

- Bob White and Leah Brown met with BOC District I candidate, Mr. James Mays, and his campaign associates, to provide an overview of HCDA and economic development initiatives in Henry County. The meeting was requested by Mr. Mays' office.
- Bob White and Leah Brown continue to work on the Steering Committee for the Henry County School System's College & Career Academy Charter Application. A letter of support from the Authority for a Technical College System of Georgia grant for the Henry County School System's Academy for Advanced Studies was provided to Dr. Ethan Hildreth, Superintendent of Schools to be used as part of the grant application package. A contribution of \$5,000 by the Authority in support of the Academy was presented to Academy Director, John Uessler, at the Steering Committee meeting in September.

### **ORGANIZATIONAL STRUCTURE AND ADVANCEMENT**

- Bob White and Leah Brown attended the Georgia Economic Developers Association (GEDA) Annual Conference in Savannah. Mr. White is completing his year as Immediate Past Chairman of GEDA.
- Planning continues for the biennial Economic Development Law Seminar to be held on December 6<sup>th</sup> at the State Bar of Georgia. HCDA is a convener and co-sponsor of the event with GEDA, the Fanning Institute at the University of Georgia and the Institute for Continuing Legal Education in Georgia (ICLE), and Authority Lead Counsel, Rod Meadows, chairs the event.
- John Bozeman, Managing Partner of GeorgiaLink Public Affairs Group, an Atlanta-based public affairs consulting firm, was appointed by District 2 Commissioner Brian Preston to the Development Authority Board representing District 2. Mr. Bozeman recently returned to the firm after serving in Governor Sonny Perdue's administration as Legislative Affairs Director. He and his wife Stacey and their two children reside in Locust Grove.