

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

JULY 10, 2014

I. CALL TO ORDER/INVOCATION

A meeting of the Henry County Development Authority (HCDA) was held on July 10, 2014 at the Development Authority offices located at 125 Westridge Industrial Boulevard, McDonough, Georgia. Board members present were Bill Herndon, Charles Mobley and Geoffrey Cauble. Board member John Bozeman joined the meeting in progress. Vice-Chairman Charles Smith was excused for personal reasons. Also in attendance were Rod Meadows, Legal Counsel, Meadows and Macie, Bob White, Executive Director, Leah Brown, Manager, Business Retention & Expansion and Terry Collins, Recording Secretary. Guests in attendance were David Gill, President, Henry County Chamber of Commerce (HCCC), Steve Cash, Executive Director, Henry Council for Quality Growth, and Laura Turner, Children's Healthcare of Atlanta (CHOA). One additional guest, Odessa Archibald, Georgia Power, joined the meeting in progress. At 9:01 a.m., Chairman Herndon called the meeting to order, welcomed everyone and offered the invocation.

II. CALL ROLL/QUORUM/NOTICE OF MEETING

The recording clerk called roll, indicating that a quorum is present and meeting notices had been executed.

III. APPROVAL OF AGENDA

Chairman Herndon noted 3 additional items for discussion under Old Business: 1) The Governor's Lunch to support Children's Speedway Charities; 2) Southern Crescent Technical College (SCTC) Red Carpet Gala; and 3) SCTC Henry County Center Grand Opening and Ribbon Cutting. Mr. Meadows noted to add to Old Business 1) follow up of Healthcare Initiative as per the Target Industry Study and discussion of possible Community Improvement District (CID) for I-75 Interchange. Mr. Meadows also noted to add an update of Kensley Grace Aquatic Center under Legal Matters, and he did not anticipate a need for Executive Session. Chairman Herndon called for a motion to accept the agenda as amended. Mr. Mobley made a motion to accept the agenda and Mr. Cauble seconded. The motion passed unanimously.

IV. APPROVAL OF MINUTES

Chairman Herndon asked if everyone had reviewed the minutes of June 12, 2014 and if there were any corrections or amendments. Mr. Mobley made a motion to approve the minutes and Mr. Cauble seconded. The motion passed unanimously.

Mr. Bozeman joined the meeting at 9:08 a.m.

V. INVOICES/FINANCIALS/CORPUS

Chairman Herndon asked if everyone had reviewed the June 2014 Invoices and if there were any questions. Board members discussed changing invoice reports from this point forward to reflect the current fiscal year rather than calendar year. Mr. Cauble made a motion to accept and approve the invoices and financial reports. Mr. Mobley seconded and the motion passed unanimously.

Odessa Archibald joined the meeting at 9:10 a.m.

VI. OLD BUSINESS

Chairman Herndon reviewed the Children's Speedway Charities 2014 Governor's Lunch with Governor Nathan Deal to be held on August 12, 2014 at Atlanta Motor Speedway (AMS), noting the Finish Line Sponsorship of \$2500. This sponsorship level includes seating for 10 guests, sponsor logo to appear on all materials, and two tickets to the SCC Suite for the AMS Labor Day Weekend Nationwide Series race. Chairman Herndon introduced Laura Turner to speak about the Governor's lunch and Children's Healthcare of Atlanta, the recipient for this year's charity event. Ms. Turner noted that the lunch had previously been a breakfast, but was changed to a lunch per the Governor's request. She reported that every dollar of this event over expenses stays in Henry County to support Children's Healthcare of Atlanta (CHOA)/Henry County fund as designated by the CHOA Advisory Board of which Mr. White is a current member. Ms. Turner addressed questions by Board members and Mr. Bozeman noted that since his company represents CHOA, he will recuse himself from the vote. Because the funds stay in the community and the contribution relates to the healthcare initiative, Mr. Mobley made a motion to approve the \$2500 sponsorship. Mr. Cauble seconded. The motion passed with Mr. Bozeman abstaining.

Chairman Herndon notified Board members of the SCTC Henry County Center Grand Opening and Ribbon Cutting to be held on July 17, 2014 at 9:00 a.m. and requested everyone check their availability to attend.

Chairman Herndon also notified Board members of the SCTC Red Carpet Gala to be held on August 9, 2014 at 6:00 p.m. at the Griffin Campus. He recommended that the Authority continue to sponsor the event at the same level as last year which is the Platinum level of \$1200. This level provides seating for eight guests and corporate logo recognition on event signage, program and table. Board members and staff discussed guests who attended last year. Mr. Bozeman recommended that as film industry jobs are at a critical level, the Authority should invite guests associated with the film industry. Mr. Bozeman made a motion to sponsor the SCTC Red Carpet Gala again this year at the \$1200 level. Mr. Cauble seconded and the motion passed unanimously. Mr. Cauble amended the motion requesting that the \$1200 be paid from EMC funds and Mr. Bozeman seconded. The motion passed unanimously.

Chairman Herndon admitted to record a fully executed copy of a Letter of Agreement with the Carl Vinson Institute of Government (CVIOG) with a fixed fee of \$9500 for managing the Executive Director search process. Mr. Meadows discussed scheduling interviews with Dan Lasseter, Principal Investigator for CVIOG for July 17 and 18, 2014 at the law offices of Meadows & Macie, P.C.

Mr. Meadows shared that State Representative Andy Welch has offered assistance to the Authority in establishing a CID to help potentially fund transportation improvements such as the proposed I-75 Interchange. Board members and staff discussed a feasibility study, past research and next steps to promote a CID. Mr. Meadows suggested that he and Mr. White meet with Lynn Raney to facilitate a preliminary meeting with property owners. Mr. Bozeman recommended Mr. Cauble to champion this matter. Mr. Cauble indicated yes he would do so and attend the preliminary meeting.

Mr. Meadows shared that he had received several calls inquiring on the status of the Healthcare Initiative. Board members and staff discussed the possibility of conducting another luncheon meeting and/or sending a status report. It was decided that the Board member champions of the Healthcare Initiative would meet to set up details.

Mr. Bozeman discussed the new, reduced water impact fee schedule for commercial and industrial projects has been adopted, and he suggested an announcement be made. Mr. Gill suggested that he and Mr. White meet with the Henry County Water Authority General Manager to discuss a joint announcement and Board members agreed.

Mr. Gill discussed the upcoming 2014 Intergovernmental Retreat now rescheduled for September 18-19, 2014 in Savannah, and noted Ben Wright, Atlas Advertising, is on the schedule to make a presentation to possibly showcase the new HCDA marketing and branding. Mr. Gill shared that he is trying to form a panel of four Metro Atlanta representatives as well as looking into an optional Port tour or having a Georgia Ports Authority representative to speak at the event. Mr. White shared that the Georgia Economic Development Association (GEDA) Annual Conference will also be held in Savannah September 17-19, 2014. He noted that if Board members could plan to attend the reception and awards on the evening of September 17, 2014, it would show a strong HCDA presence. Board members and staff discussed when and how best to announce the new HCDA marketing and branding noting the need to first have a date for the new website to begin. Board members and staff also discussed with Mr. Gill past and future invitees to the Intergovernmental Retreat.

VII. NEW BUSINESS

Laura Turner made a presentation on Children's Healthcare of Atlanta providing many details of the system of care in the local community such as the CHOA Urgent Care Facility, the Sibley Heart Center, and the hope to bring in more specialists. She also shared how CHOA works closely with the Henry County Board of Education (HCBOE) in sports medicine. Ms. Turner explained that CHOA is a not-for-profit organization and noted the importance of community events and support as well as donor funding.

VIII. STAFF REPORTS

Board members were provided with a July 2014 Staff Report a copy of which is attached to these minutes. Mr. White discussed the recent relocation of the HCDA to 125 Westridge Industrial Boulevard noting that Meadows & Macie, P.C. is managing the lease with an escrow agreement and will be paid monthly. Mr. Gill shared that this morning Briggs & Stratton would announce the closing of their McDonough facility and phasing out 475 employees due to changing market conditions for their lower

end smaller lines. The company noted end of production for March 2015 and would assist employees in finding new jobs. Mr. Gill noted that possibly Southern Crescent Technical College would meet with company representatives to discuss employee retraining opportunities. Mr. White plans to communicate with Project Smiley today regarding the labor force.

Mr. White shared a recent Atlanta Journal Constitution article and updated Board members on the Panattoni development at the Lambert site located at King Mill Road and Iris Lake Road. He noted that once approved, construction will begin on an 800,000 square foot spec building at what will be Lambert Farms Distribution Park. Mr. White noted that the I-75 interchange will become a marketing tool and expects Panattoni will become involved in the CID discussions. He noted that Henry County was also cited in a *USA Today* article about the changing demographic makeup of the county. Mr. White provided an update on Project Red Star which has announced it will locate in Spalding County. Henry County had been considered for the project but was eliminated due to Non-Attainment environmental permitting issues. Mr. White and Mr. Meadows explained that the bond hearing was held on July 8, 2014 for Project Hairy and was successfully validated in Superior Court. Mr. Meadows noted a closing date for the transaction is expected at the end of July at which time the Authority will receive a bond issuance fee of 1/8th of 1% of the total bond amount.

Mr. White updated Board members on Project Buckeye noting that a formal location announcement is forthcoming. Mr. Mobley shared that he had introduced Project Stallion representatives to the Henry County Board of Commissioners noting that the company is potentially seeking a \$42 million bond with a company equity participation of 25% of the project costs. Mr. White reported that Project Blue Belt has return visits scheduled for the week of July 14, 2014. Mr. White discussed the Henry County Libraries subscription to Businesswise, a Metro Atlanta online business directory, and that the Authority has paid ½ the cost of the subscription in past years. He indicated that he would present this matter at the next Board meeting.

Mr. White provided Board members with an Atlas Advertising presentation to discuss the marketing plan phase of the process which highlights three digital marketing campaigns and the costs associated with each one. Mr. White reviewed Campaign 1 entitled "Getting on the International and National Map as a Tech, Advanced Manufacturing and Healthcare location," with objectives being 1) Increase consideration of Henry in the Advanced Manufacturing, Technology, and Healthcare sectors with both national and international site selectors and business location decision makers; and 2) Brand Henry County as a IT savvy location with unparalleled access to the Atlanta area as well as access to a huge talent pool. Board members and staff reviewed examples of creative executions in paid media, video and virtual tour, airport ads and inbound marketing of lead management. Mr. White reviewed Campaign 2 entitled "Marketing Henry as a Tech and Healthcare location in the Atlanta area" with objectives being 1) Increase Consideration of Henry in the Technology and Healthcare sectors with local brokers, site selectors and business location decision makers; and 2) Change the perception of Henry in the Atlanta area to a business location that can support high-tech business. Board members and staff reviewed regional event presence, examples of creative executions in paid media and iPad pitch deck for prospects. Mr. White reviewed Campaign 3 entitled "Henry Business Retention" with the objectives being 1) Proactively engage and build meaningful relationships with existing industries for the purpose

of business retention and growth; 2) Increase and maintain the relationship between HCDA and the local business community; and 3) Demonstrate the services that the HCDA offers to local businesses. Board members and staff discussed local business roundtable events and local business visits. Board members and staff discussed the budget summary for all campaigns through 2016 noting that a budget increase may be necessary as well as consideration of public/private funding opportunities, i.e. hotel/motel tax.

IX. DISTRICT REPORTS

District 1 and 2 reported they were in discussions regarding CIDs and the I-75 Interchange. No other reports were provided at this time.

X. LEGAL MATTERS

Mr. Meadows reported that he and the County Attorney are in agreement regarding Kensley Grace Aquatics Center and are now waiting to hear back from project representatives.

XI. ADJOURN

Mr. White shared samples of Henry County Convention and Visitors Bureau (CVB) photos of which the Authority previously purchased the image rights, and suggested that staff could have some of them made into pictures to hang in the new office space.

Chairman Herndon reviewed that the next regular HCDA meeting will be on August 7, 2014. Mr. Meadows noted that Mr. Morris would attend in his place.

The meeting adjourned at 11:40.



Terry Collins



William L. Herndon

Staff Reports
Henry County Development Authority
July 2014

BUSINESS ATTRACTION

Project Activity

Project Identifier	Target Area	Project Description	Project Status
Project Buckeye	Professional Solutions	Financial services call center for Fortune 1000 company. Employment goal 500 FTE.	Client continues to prepare building for occupancy on or before August 1, 2014. A formal location announcement is forthcoming.
Project Smiley	Advanced Manufacturing	Converted paper product manufacturing. \$80 million investment with 120+ jobs.	Company is still evaluating their location decision, but a final determination is expected soon.
Project Coral	Advanced Manufacturing	Company had initially requested and provided information on available 500,000-600,000 SF buildings and 40-acre BTS sites. Employment estimated at 200-250 total FTE, with investment for real and personal property at \$32-\$33 million.	The company is still evaluating site and building options.
Project Stallion (aka Maverick)	Tourism	Existing film studio in Georgia considering expansion in new location.	No updates since June meeting.
Project Hairy	Logistics	Cold storage distribution center project is evaluating sites for BTS project. Phase I represents 250,000 SF building, \$27 million investment and 65 jobs.	The Bond Hearing was held on Tuesday, July 8 th , and was successfully validated in Superior Court without comment or any intervention.
Project Holiday	Advanced Manufacturing	Project Holiday is a manufacturer of fiber cement siding and backer board considering an expansion into the Southeast. Investment and job creation estimates aren't available at this time.	No updates. Company is still evaluating building and site options.
Project Blue Belt	Advanced Manufacturing	Project Blue Belt is a Japanese heavy equipment manufacturer evaluating sites for a new manufacturing facility. Project represents 200 jobs and an estimated \$60 million investment.	A site team return visit is scheduled for the week of July 14 th .

OTHER ACTIVITIES:

- Atlas Advertising Project Update:
 - GoToMeetings presentation by the Atlas team on June 26th to review a presentation on the Digital Marketing Strategy. The HCDA team provided feedback on the strategy items.
 - A copy of the presentation materials has been added to the Board Member file in Dropbox.
- Board members John Bozeman and Charles Mobley, and HCDA staff met with Glenn and Melissa Golden, the owners of Jailhouse Brewing Company in Hampton, to discuss their growth and expansion plans.
- Pedro Carreras, Director of Logistics for Luxottica Retail N.A., has retired from the company but will remain in the Henry County area. Pedro was a member of the original site visitation team from Sunglasses Hut in 1995 and has been at the McDonough facility since that time. Bob White attended a retirement reception for Mr. Carreras at the Luxottica facility.
- Bob White attended a broker luncheon held to showcase an available industrial building at 471 Eagles Landing Parkway.
- Panattoni Development Company is purchasing a 183 acre tract of land on King Mill Road in McDonough from the Lambert family, and a closing on the property will take place in July. Panattoni has been a major developer in Henry County for more than a decade and was the developer of the Interstate South Industrial Park.
 - HCDA hosted a “due diligence” with Henry County Environmental Compliance & Plan Review, HC Building Department, HC Fire Marshal, and Henry County Water Authority on June 5th to discuss development plans for the project.
 - Panattoni has indicated that they anticipate beginning sitework to prepare a pad-ready site for future development and will likely begin development of a large speculative industrial building in the near future.

BUSINESS RETENTION & EXPANSION/ENTREPRENEUR DEVELOPMENT

- Leah Brown met with Jennifer Lautzenheiser with the Henry County Library System and representatives from SCORE to discuss future programming efforts.
- Leah Brown attended an Existing Industry Council meeting that focused on law enforcement and emergency management issues. The September program will focus on Transportation.
- Ms. Brown attended the monthly meeting of the local SHRM Chapter, the HC Existing Industry Council, the HC Small Business Council and Business Boosters luncheon, and she participated in Henry Chamber Connections visits and attended the Chamber Ambassadors luncheon meeting.

PUBLIC POLICY

- Ms. Brown attended the Henry Council for Quality Growth Board of Directors meeting, and she and HCDA Board members attended the monthly HCFQG luncheon meeting
- HCDA was a sponsor of the HCFQG “Golf Fore Growth” golf tournament on June 16th, and a team representing the Development Authority participated in the tournament.
- Bob White attended a planning meeting for Metro South held at Clayton State University and hosted by Georgia Power Company. The purpose of the meeting was to discuss ongoing plans for re-establishing the former Metro South regional marketing alliance.
- The Henry County Board of Commissioners, at their June 15th meeting, passed a Resolution enabling the addition of Douglas County to the Joint Development Authority of Metro Atlanta (JDAMA). Similar resolutions are being presented for consideration to the Boards of Commissioners of Clayton, DeKalb, Fulton and Rockdale counties and, should all the counties agree, Douglas County will formally join JDAMA at the July 15th meeting.
- Bob White attended a meeting of the Children’s Healthcare of Atlanta (CHOA) Community Board of Directors. Ms. Laura Turner, CHOA Coordinator in Henry County will present an overview of CHOA’s presence in Henry County at the July HCDA meeting.
- Mr. White participated in a review of Advanced Manufacturing program and curriculum vendors for the Academy for Advanced Studies.
- Southern Crescent Technical College (SCTC) will hold a formal Ribbon Cutting for the new Henry County Center on July 17th at 9:00 a.m.
 - SCTC will host their annual Red Carpet Gala event on Saturday, August 9th at 6:00 p.m. in Griffin

ORGANIZATIONAL STRUCTURE AND ADVANCEMENT

- Bob White attended the monthly GEDA meeting in Atlanta which featured the Annual Brokers Luncheon
- Bob White participated in a webinar entitled “How Economic Development Pros Are Leveraging Computer Data...” and hosted by Atlas Advertising CEO, Ben Wright.

UPCOMING ACTIVITIES

- JDAMA Quarterly Meeting on **July 15th** at 12:00 p.m. in Sandy Springs
- SCTC Ribbon Cutting, **July 17th** at 9:00 a.m.
- HCDA Board Meeting, **August 7th** at 9:00 a.m.
- Southern Crescent Technical College Foundation Red Carpet Gala, August 9th at 6:00 p.m.
- HCDA Board Meeting, **September 4th** at 9:00 a.m.
- Henry County Intergovernmental Retreat, September 18-19, Savannah Hampton Inn & Suites