

## **HENRY COUNTY DEVELOPMENT AUTHORITY**

### **MEETING MINUTES**

**NOVEMBER 6, 2014**

#### **I. CALL TO ORDER/INVOCATION**

A meeting of the Henry County Development Authority (HCDA) was held on November 6, 2014 at the Development Authority offices located at 125 Westridge Industrial Boulevard, McDonough, Georgia. Board members present were Bill Herndon, Charles Smith, and Charles Mobley. Board members Geoffrey Cauble and John Bozeman were absent due to work obligations. Stephen Morris, Legal Counsel, Meadows and Macie, joined the meeting in progress. Staff in attendance were Bob White, Executive Director, Leah Brown, Manager, Business Retention & Expansion and Terry Collins, Recording Secretary. Guests in attendance were Trey Sheneman and Keith Mather, Pipeline Agency, Odessa Archibald, Georgia Power, and David Gill, President, Henry County Chamber of Commerce (HCCC) who joined the meeting in progress. At 9:00 a.m., Chairman Herndon called the meeting to order, welcomed 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.

#### **III. APPROVAL OF AGENDA**

Chairman Herndon noted that at Mr. Sheneman's request, he would like to amend the agenda moving the presentation by Pipeline Social Media Solutions to IIB immediately after approval of the agenda. With no other changes to the agenda, Mr. Mobley made a motion to approve the agenda as amended and Mr. Smith seconded. The motion passed unanimously.

#### **III B. NEW BUSINESS - PRESENTATION BY PIPELINE SOCIAL MEDIA SOLUTIONS**

Mr. Sheneman provided everyone with copies of a Proposal for Service for the HCDA and introduced himself and Mr. Mather. Mr. Sheneman provided a brief overview of his own business noting that less than five years ago, he began consulting as the only staff member and has now grown the business to a staff of 14 with offices located in Stockbridge, Georgia. Pipeline is a full service marketing agency that enables its clients to expand their digital impact by combining unique content strategies and advertising campaigns in the digital space with a conventional marketing plan. Mr. Sheneman provided Board members with an overview of what his company could provide to the HCDA regarding internal county marketing. He noted primary areas of focus as 1) Content Marketing including blogging, social media, PR, and email; 2) Advertising; 3) Training; and 4) Quarterly Events. Mr. Sheneman reviewed proposed marketing strategies to best provide information in today's digitally driven world. He discussed digital

marketing planning steps, budgetary approach, and the importance of weekly blog articles for a successful website.

At 9:30 a.m., Mr. Gill joined the meeting.

Board members and Mr. Sheneman discussed the importance of marketing inside Henry County as well as outside, avoiding redundancy with more than one consulting firm, training classes offered by Pipeline, and varied service options ranging from small consultations to a full partnership. After a question and answer session, Mr. Sheneman concluded his presentation.

At 10:00 a.m., Mr. Sheneman and Mr. Mather left the meeting. Mr. Morris joined the meeting. Chairman Herndon called for a break.

At 10:05 a.m., Chairman Herndon called the meeting back to order.

Board members discussed local businesses that could benefit from the training classes conducted by Pipeline and the possibility of providing Authority-funded scholarships. Chairman Herndon suggested that Ms. Brown attend one of their programs to potentially evaluate the value of the training classes. Board members discussed having a company such as Pipeline handling internal marketing was a matter to further explore.

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

Chairman Herndon asked if everyone had reviewed the minutes of October 2, 2014 and if there were any corrections. Hearing none, Mr. Smith made a motion to approve the minutes and Mr. Mobley seconded. The motion passed unanimously.

#### **V. INVOICES/FINANCIALS/CORPUS**

Chairman Herndon asked if there were any questions or comments regarding the invoices and financial reports. Mr. Mobley made a motion to approve the Invoices, Financials and Corpus reports. Mr. Smith seconded and the motion passed unanimously. Chairman Herndon noted for the record as was also stated in the October 2, 2014 minutes, that last month would be the last time the Board would consider sponsorships without completion of the Request for Funds form and Board approval prior to the scheduled Board meeting. Referencing the November 2014 Summary of Invoices, Mr. Mobley questioned Board approval of \$2500 for the HCDA co-sponsorship with the HCCC of the 2014 Intergovernmental Retreat. Citing the lack of prior Board approval for the expenditure, Mr. Mobley withdrew his motion to approve the Invoices, Financials and Corpus reports and Mr. Smith withdrew his second. Chairman Herndon called for a motion to approve \$2500 for the HCDA co-sponsorship of the 2014 Intergovernmental Retreat. Mr. Smith made a motion and Mr. Mobley seconded. Mr. Smith and Chairman Herndon voted yes and Mr. Mobley voted no. The motion passed with 2 yes votes. Mr. Mobley then made a motion to accept the Invoices, Financials and Corpus and Mr. Smith seconded. The motion passed unanimously.

Mr. Mobley raised a question regarding the HCDA's adopted FY 2015 County budget. Mr. Mobley and staff discussed why the Professional Services budget was reduced this fiscal year as compared to FY 2014.

## **VI. OLD BUSINESS**

**Atlas Advertising Update-** Board members and staff further discussed whether or not there is a need to use a local consultant in addition to Atlas Advertising for internal marketing. Mr. White provided copies of a document detailing the reformatting of the marketing budget to fit the remaining Henry County fiscal year (now through June 2015). He explained that at the request of the Authority, Atlas has reformatted the 18-month budget into a remaining fiscal year budget that includes the items that they recommend as priorities for the next 6-8 months. The document also provides clarification to several additional questions requested by the Authority.

Mr. White also provided everyone with a handout of HCDA Budget Review July 1, 2014 to June 30, 2015, noted to record by Chairman Herndon as Exhibit "A," detailing allocated and unallocated budget funds for professional services, advertising, travel and printing as well as sources of funding and proposed marketing budget information for December 1, 2014 to June 30, 2015. Noting that it is already November and the County budget planning process for FY 2016 would begin soon after the first of the year, Mr. White urged Board members to take immediate action to complete at least some of the Atlas marketing recommendations to present to the Henry County Board of Commissioners (HCBOC). Board members continued discussion of how much of the marketing budget is external and how much is internal and agreeing on an 80/20% ratio. Mr. Smith indicated he was in favor of spending \$37,640 from EMC funds as indicated in Exhibit "A." As shown in Exhibit "A," Mr. Smith made a motion to move forward with spending \$62,000 for marketing applying the 80/20% ratio, which would be \$50,000 to Atlas Advertising for external marketing then extending an RFP to a vendor – yet to be named – which would be \$12,000 for internal marketing. Mr. Mobley seconded the motion. Further discussion included Mr. Smith noting the need to have an RFP constructed and sent out as soon as possible and his willingness to champion the matter with the assistance of Mr. Cauble. Mr. Mobley seconded the motion and it passed unanimously.

Ms. Brown provided a demonstration of the new HCDA website which is nearing completion. Mr. Mobley requested for legal counsel to move forward with obtaining copyright of the new HCDA tagline. Mr. Morris noted that he could move forward with filing a trademark application once letterhead and/or business cards are in use. Board members continued discussion of the new website with a completion date expected within the next few weeks. Board members and staff discussed having the completed new HCDA website presented at the December 2, 2014 HCBOC meeting. Mr. Mobley agreed to champion the website roll out.

Mr. Gill requested to speak and presented everyone with copies of a conceptual plan and goal to create a Henry County Industrial Hub. The goal is to create a comprehensive plan to foster Economic and

Industrial Development in a targeted area of Henry County incorporating the specific existing attributes of the Bethlehem area augmented by: 1) a newly created interchange on Interstate 75; 2) An inland port operated by the Georgia Ports Authority or an Intermodal Facility operated by Norfolk Southern co-located with the interchange; 3) a Community Improvement District encompassing present and to be identified industrial property in close proximity to 1 and 2 above; 4) Zoning to protect and enhance compatible industrial and commercial property; and 5) a workforce development plan to provide a readily available and trained workforce. Mr. Gill recommended that the HCDA be the lead organization with the HCCC as the support organization. The conceptual plan also listed potential key partners, and Mr. Gill noted that it should be a comprehensive effort to build this committee. Mr. Mobley recommended Mr. Cauble and Mr. Bozeman as champions to meet with the HCCC. Board members indicated that they were in favor and support of the concept to create an Industrial Hub.

At 11:45, Ms. Archibald left the meeting.

#### **VII. STAFF REPORTS**

Mr. White briefly reviewed the November 2014 Staff Reports, a copy of which is attached to these minutes. Mr. White noted that he, Ms. Brown, Mr. Mobley and Mr. Gill had been provided a brief tour of the still-under-construction addition of the Academy for Advanced Studies (AAS) expansion and that John Uessler, AAS CEO, offered to provide a private tour of the AAS addition for Development Authority Board and staff prior to the formal ribbon cutting later in November.

#### **VIII. DISTRICT REPORTS**

District 3 – Mr. Mobley shared that he had recently found out that AT&T is installing fiber on the McDonough Square for those businesses requesting it. Mr. Mobley also indicated some movement on Project Stallion and expects more information by the end of November.

District 4 – No report

District 5 – No report

#### **IX. LEGAL MATTERS**

Mr. Morris noted that Carter's has reached the end of their bond for title period and that staff was in the process of executing those documents.

#### **X. EXECUTIVE SESSION**

At 11:56 a.m., Chairman Herndon requested the meeting move to Executive Session for the purpose of discussion of personnel matters. Mr. White, Ms. Brown and Ms. Collins were excused.

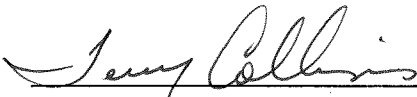
Executive Session

## XI. ADJOURN

At 12:15 p.m., the meeting returned to regular session, and staff was invited back to the meeting. Mr. Mobley made a motion to adjourn and Mr. Smith seconded. The motion passed unanimously and the meeting adjourned at 12:15 p.m.

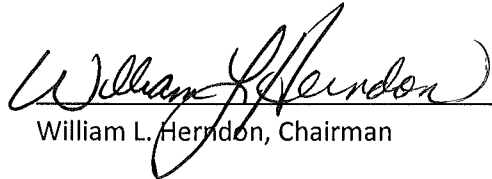
At 12:20 p.m., Chairman Herndon called for a motion to re-open the meeting. Mr. Smith made a motion and Mr. Mobley seconded. The motion passed unanimously. Chairman Herndon noted the need to reschedule the December meeting due to a conflict with the Economic Development Law Seminar being scheduled for December 4, 2014. Upon checking availability, Mr. Smith made a motion to reschedule the regular HCDA Board meeting from December 4, 2014 to December 11, 2014 at 9:00 a.m. Mr. Mobley seconded and the motion passed unanimously.

Mr. Mobley made a motion to adjourn and Mr. Smith seconded. The motion passed unanimously and the meeting adjourned at 12:20 p.m.



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Terry Collins, Recording Secretary



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William L. Herndon, Chairman

**Staff Reports  
Henry County Development Authority  
November 2014**

**BUSINESS ATTRACTION**

**Project Activity**

<b>Project Identifier</b>	<b>Target Area</b>	<b>Project Description</b>	<b>Project Status</b>
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.	Client representative along with two consultants from Austin Consulting and Georgia Power Company project manager visited Henry on October 7 <sup>th</sup> . HCDA staff facilitated meetings with local utility providers, local industries and real estate representatives for sites in the Greenwood Industrial Park. Information on additional sites were provided to the consultants following the visit.
Project Stallion (aka Maverick)	Tourism	Existing film studio in Georgia considering expansion in new location.	No updates since last report.
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.	Company has delayed the start of construction to complete other projects. Construction is expected to begin in 2015, and a formal location announcement by the company will be made at that time.

**OTHER ACTIVITIES:**

- Following the October Board meeting, several HCDA Board members and staff attended a groundbreaking ceremony and luncheon for the new Lambert Farms Distribution Center in McDonough. Following the luncheon, Panattoni Development Company, the developer of Lambert Farms with capital partner, MetLife, hosted Atlanta area commercial real estate brokers at a continental pheasant hunt modeled on the Dogwood Hunt developer's day event hosted by the Development Authority for a dozen years in the 1990s and early 2000s.
- Several Board members and staff attended the signing ceremony on October 8<sup>th</sup> for the cost-sharing agreement between the state and federal governments for the Savannah Harbor Expansion Project (SHEP). The signing ceremony, which was called "one of the most historic days in the history of our state" by Governor Nathan Deal, was held at the new Home Depot Direct Fulfillment Center in Locust Grove.

- Atlas Advertising Project Update:
  - Staff continues to work with Atlas Advertising on website development and content. Work is essentially complete on the new website pending uploading of building and site data.
  - Leah Brown has completed initial training with Atlas Advertising on the Content Management System (CMS) to maintain and update the website, and agreements have been signed with Xceligent to provide building and site information for use in the InSite GIS system on the new website.
  - The HCDA marketing team is evaluating potential funding sources for the execution of the marketing plan and has requested additional information and recommendations from Atlas regarding budget priorities.
- HCDA staff facilitated a meeting on October 21<sup>st</sup> between Southern Crescent Technical College (SCTC) leaders, John Mascaritolo, Director of the Clayton State University Center for Supply Chain Management, and John Uessler, CEO of the Academy for Advanced Studies (AAS). The purpose of the meeting was to discuss SCTC's new Logistics & Supply Chain Management program, and ways for the program to coordinate with Clayton State's Supply Chain program and the new Logistics career pathway at AAS.
- On October 23<sup>rd</sup>, Leah Brown met with a consultant working with Briggs and Stratton employees regarding career transition and outplacement following the closing of the Briggs plant in the coming months.
- Lt. Governor Casey Cagle visited the Henry Academy for Advanced Studies (AAS) on October 28<sup>th</sup> to meet with students and community partners to get an update on the AAS expansion which was largely funded with a \$3.1 million Georgia College and Career Academy Project Grant Grant (GCAP) that was partially funded through the Lt. Governor's Office. When the academy's 50,000-plus square foot addition opens this fall, it will include heavy labs in culinary arts, automotive, health care, construction, energy systems, advanced manufacturing, marketing, graphic design and metals. Following Lt. Governor Cagle's departure, AAS CEO John Uessler, provided a brief tour of the still-under-construction addition for several community leaders including HCDA Board Member Charles Mobley, Bob White, Leah Brown, and Chamber President, David Gill. Mr. Uessler has offered to provide a private tour of the AAS addition for Development Authority Board and staff prior to the formal ribbon cutting later in November.
- HCDA will again be a Community Partner for the 2014 Health IT Leadership Summit to be held on November 20<sup>th</sup> at the Renaissance Atlanta Waverly Hotel & Convention Center. The Health IT Leadership Summit brings together more than 800 local, regional and national leaders in the health IT industry to address the issues essential to industry growth in Georgia.

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

- HCDA is a co-sponsor with the Henry County Library System and the Small Business Development Center (SBDC) at Clayton State University of a series of Lunch-and-Learn seminars for entrepreneurs and small businesses. The kickoff seminar was held on October 7<sup>th</sup> and featured a panel consisting of attorney Melissa Malcom, Heather Chaney, Program Manager at SBDC, and Eve Young, Henry County Tax Commissioners Office. Of the 18 registrants for the seminar, 10 were made possible through HCDA sponsorships.
- Leah. Brown also attended the monthly Business Boosters luncheon at the Henry Chamber.

**PUBLIC POLICY**

- Ms. Brown, who serves on the Henry Council for Quality Growth's (HCFQG) Board of Directors, attended the monthly Board Meeting and Luncheon, and later hosted the regular meeting of the Council's Economic Development Task Force.
- Ms. Brown met with Elizabeth Cavallin from Gordon State College (GSC) to learn more about Gordon's programs in Henry County and to discuss opportunities for GSC and the Development Authority to work together on community projects.
- HCDA will again be a co-sponsor of the biennial Economic Development Law Seminar on December 4<sup>th</sup> 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 serves as moderator of the event, and Bob White will moderate a panel discussion at the seminar.
- The quarterly meeting of the Joint Development Authority of Metro Atlanta was rescheduled for November 10<sup>th</sup> in Rockdale County.

**ORGANIZATIONAL STRUCTURE AND ADVANCEMENT**

- Bob White and Leah Brown attended the monthly meeting of the Georgia Economic Developers Association (GEDA). Mr. White was chairman of GEDA in 2011.
- Mr. White participated in various subcommittee meetings of the Atlanta Regional Commission's Economic Development Strategy

**UPCOMING ACTIVITIES**

- Henry Council for Quality Growth "Lights, Camera, Henry" **October 7<sup>th</sup>**, at the Eagles Landing Country Club at 6:30 p.m.
- The Quarterly Meeting of the Joint Development Authority of Metro Atlanta will be held in Rockdale County on **November 10<sup>th</sup>** at noon.
- HealthIT Leadership Summit, **November 20<sup>th</sup>**
- Economic Development in Georgia Seminar, **December 4<sup>th</sup>** at the State Bar of Georgia (this is the normal HCDA Board Meeting date)