

# **HENRY COUNTY DEVELOPMENT AUTHORITY**

## **MEETING MINUTES**

**AUGUST 6, 2020**

### **I. CALL TO ORDER**

A meeting of the Henry County Development Authority (HCDA) was held on August 6, 2020 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton and David Crow. Board members Reggie Sylvain and Eddie Ausband participated by conference call. Also in attendance were Rod Meadows, Legal Counsel, Josh Fenn, Executive Director, Leah Brown, Director Established Industry and Marketing, Jamal Lewis, Project Manager Business Development and Terry Collins, Recording Secretary. At 8:12 a.m., Chairman Clements called the meeting to order.

### **II. CALL ROLL/QUORUM/NOTICE OF MEETING**

Chairman Clements asked for a roll call, which indicated the presence of a quorum, and verified that meeting notices were properly executed and posted.

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

Chairman Clements asked if there were any changes or addition to the agenda as presented. Mr. Fenn requested that the first 3 items under New Business be moved to after Executive Session which would be required for the purpose of Real Estate and Personnel. Mr. Sylvain then made a motion to approve the agenda as amended and Mr. Crow seconded. The motion passed unanimously.

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

Chairman Clements asked if there were any questions or comments regarding the Minutes of July 9, 2020. Hearing none, Mr. Crow made a motion to approve the Minutes as presented and Mr. Linton seconded. The motion passed unanimously.

### **V. STANDING REPORTS**

#### **INVOICES/FINANCIALS/CORPUS**

Mr. Fenn reviewed the HCDA Consolidated Report ending June 31, 2020 noting that spending is currently at only 1.8% of budget mostly due to less travel and meetings during this time. Most of the expenditures listed are standard operations. Board members and staff discussed the line item for the website refresh expenditure and Mr. Fenn will provide an updated report. With no further discussion, Mr. Linton made a motion to approve the Invoices, Financials and Corpus reports as presented. Mr. Sylvain seconded, and the motion passed unanimously. Mr. Fenn paused for a moment for the Board to recognize Ms. Collins for 10 years of service to the Development Authority.

Board members were provided with a July 2020 Marketing Report, a copy of which is attached to these minutes. Ms. Brown reported that the kickoff for the HCDA website refresh and GIS Microsite tool would be next week. She discussed the continued outreach to established industries noting a lot of expansion

projects. Ms. Brown reported good feedback from companies and that many are hiring. She noted that as companies share information regarding employment, the HCDA asks permission to share the information and assist in partnering the companies with Georgia Department of Labor. Mr. Fenn noted that over 1,000 jobs were announced with the last 2 project announcements.

#### **DISTRICT REPORTS**

District 1, 3 and 4 – no report

District 2 – Mr. Linton reported that a beautification project has begun at I-75 and Jonesboro Road.

District 5 – Mr. Clements reported that a beautification project has begun in the Fairview area.

#### **VI. OLD BUSINESS**

No Old Business to discuss.

#### **VII. NEW BUSINESS**

Mr. Fenn reviewed a sponsorship request from Southern Crescent Women in Business Funding Pitch 2020. Staff recommends sponsoring at the same level as last year which was \$500. After discussion, Mr. Sylvain made a motion to approve and Mr. Linton seconded. The motion passed unanimously.

#### **VIII. LEGAL MATTERS**

Mr. Meadows noted that he had no other legal matters outside of Executive Session.

#### **IX. EXECUTIVE SESSION**

Mr. Crow made a motion to move to Executive Session for the purpose of Real Estate and Personnel. Mr. Linton seconded the motion and it passed unanimously.

#### **EXECUTIVE SESSION**

#### **RETURN TO OPEN SESSION**

Mr. Meadows reviewed 2 sets of bonds for Project Purple. The first bond is for Project Purple Equipment. Mr. Meadows recommended the Chairman ask for a motion to 1) authorize the officers of the HCDA to sign documents as necessary to adopt an inducement resolution for Project Purple Equipment with attached Letter of Intent (LOI) for Project Purple; 2) authorize the officers of the HCDA to sign a Memorandum of Agreement (MOA) between the company, the Development Authority and the Henry County Board of Assessors; and 3) adopt a resolution to sign the State offered REBA Grant documents a) Memorandum of Understanding for the REBA Grant and b) the Performance and Accountability Agreement for REBA Grant. Chairman Clements called for a motion authorizing the officers to sign documents as necessary to adopt the inducement resolution, LOI, MOA and REBA as stated by Counsel. Mr. Ausband made a motion to approve and Mr. Linton seconded. The motion passed unanimously.

Mr. Meadows reviewed the second bond for Project Purple Real Estate and recommended the Chairman ask for a motion authorizing the officers of the HCDA to sign documents as necessary to adopt an inducement resolution with Letter of Intent and adopt the Memorandum of Agreement. Chairman Clements called for a motion for the officers of the HCDA to sign documents as necessary for the Real Estate Bond for Project Purple as stated by Counsel. Mr. Linton made a motion to approve and Mr. Crow seconded.

Mr. Meadows reviewed bond documents for Project Bear. At Mr. Meadows' recommendation, Chairman Clements asked for a motion for the officers of the HCDA to sign documents as necessary to adopt an inducement resolution with attached Letter of Intent and Memorandum of Agreement for Project Bear. Mr. Sylvain made a motion to approve and Mr. Linton seconded. The motion passed unanimously. Chairman Clements asked that if the Board is comfortable, to authorize the officers to sign documents as they are finalized, to move forward with State REBA Grant for Project Bear. Mr. Linton made a motion to approve and Mr. Crow seconded. The motion passed unanimously.

Mr. Fenn asked for Board approval to move forward with an incentive offer for Project Maple. Chairman Clements called for a motion. Mr. Crow made a motion to approve and Mr. Sylvain seconded. The motion passed unanimously.

Mr. Fenn asked for Board approval to move forward with an incentive offer for Project Barbie. Chairman Clements called for a motion. Mr. Linton made a motion to approve and Mr. Crow seconded. The motion passed unanimously.

Mr. Fenn asked for Board approval to move forward with a contract with The Chason Group, once the contract is reviewed and approved by Counsel. Chairman Clements called for a motion. Mr. Crow made a motion to approve and Mr. Sylvain seconded. The motion passed unanimously.

Mr. Fenn asked for Board approval for a contract for services with Leah Brown for completion of the HCDA website refresh. Chairman Clements called for a motion. Mr. Sylvain made a motion to approve and Mr. Crow seconded. The motion passed unanimously.

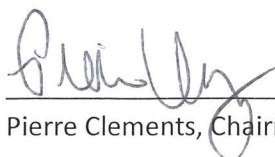
At this time, Chairman Clements recognized and thanked Ms. Leah Brown for her accomplishments and service to the Development Authority and presented her with an appreciation award. Ms. Brown will be leaving her position at the Development Authority.

#### **X. ADJOURN**

At 9:40 a.m., Mr. Crow made a motion to adjourn and Mr. Linton seconded. The motion passed unanimously.



Terry Collins, Recording Secretary



Pierre Clements, Chairman





## JULY 2020 MARKETING REPORT

### 2020 RESULTS YTD— ANNOUNCED/CLOSED PROJECTS

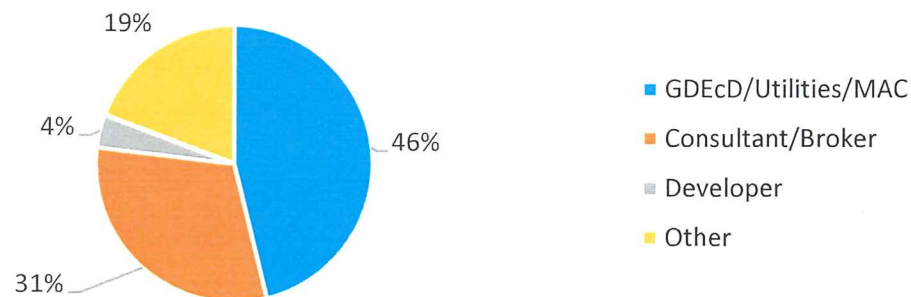
# of Projects	Capital Investment	# of Jobs
5	\$183.1 Million	1,345 New Jobs

- Horizon Group USA (Warren, NJ) - Horizon Group USA, America's leading provider of crafts and craft activity kits, has selected Henry for their new distribution facility.
- Love's Travel Stops & Country Stores (Oklahoma City, OK) - Love's Travel Stops & Country Stores, the nation's industry-leading travel stop network, will locate a retread plant and retail distribution center in Locust Grove, GA.
- Ferrero (Alba, Italy) - Ferrero USA, Inc., part of the global confectionery company Ferrero Group, today announced the opening of a new distribution center in Henry County, Georgia.
- Purple (Lehi, Utah) - Purple® Mattress, has selected Henry County for their third U.S. manufacturing facility.
- The Home Depot (Atlanta, GA) - The new Henry County supply chain facility will create 600 jobs, and The Home Depot will invest more than \$108 million.

### PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
26	36	72%

### 2020 New Prospects Source



### New Prospects

There were 7 new prospects in July 2020.

### Target Industries



Advanced Manufacturing  
57.69%



Healthcare  
3.85%



Logistics  
32.69%



Professional Solutions  
5.77%



Other  
0%

### Hot Projects (Critical Decision <60 Days)

Project Bear

Project Firecracker

Project Ray

### BUSINESS RETENTION AND EXPANSION

July 2020 Business Visits / Check Ins	2020 YTD Business Visits (virtual and in person)	2020 Goal	% of Goal	Established Industry Survey
31	185	135	137%	29 Responses

### Company Visits

Conduent

Home Depot RLC

Kuehne & Nagel/Pirelli

Lennox Industries

XPO Logistics (Jacobson Warehouse Company)

Ceramic & Metal Coatings Corp.

Inline Plastics Corporation

Atlas Roofing Corporation

Bellwether, Inc.

John Deere Regional Parts Distribution Center

Pep Boys Distribution Center

Scotts Miracle Gro / Sunland Logistics

Summit Racing Equipment

DSC Logistics

Children Healthcare of Atlanta

Amchar  
Federal Aviation Administration Air Route  
Traffic Control Center  
Goodyear Tire & Rubber Company-Aviation  
Luxottica Retail Group  
Sangsin Technology America

U.S. Cold Storage  
Hale Aircraft  
Vitalabs  
Toppan Interamerica, Inc.  
Behr Process Corporation  
Ecolab

DHL, Kimberly Clark  
Ken's Foods, Inc.  
Phillips Van Heusen  
DSC, Georgia Pacific

## MARKETING MISSIONS, EVENTS, MEETINGS & TRAINING (TENTATIVE)

<u>Month</u>	<u>Event</u>	<u>Location</u>
March	Site Selection Guild	Atlanta, GA
March	SEDC Meet the Consultants	Atlanta, GA
March	Area Development	Detroit, MI
March	Data Center World	San Antonio, TX
March	AMS Local Event	Henry County, GA
April	Aviation Week MRO	Dallas, TX
April	Industrial Pack	Atlanta, GA
April	ECG Economic Development Summit	Jekyll Island, GA
April	SIOR Transact	Indigo, CA
May	AVUSI	Boston, MA
May	GEDA Spring Conference	Jekyll Island, GA
May	SIOR GA Chapter Golf and Fishing Tournament	Atlanta, GA
May	Finovate	San Francisco, CA
June	Select USA	Washington, DC
June	NAIOP ICON	Jersey City, NJ
August	Center for Automotive Research	Travers City, MI
August	ECG Bus Tour	Hampton, GA
August	SEDC Annual Conference	Nashville, TN
September	GEDA Annual Conference	Savannah, GA
September	CSCMP Annual Conference	Orlando, FL
September	Imagine Music Fest Local event	Henry County, GA
October	SIOR, GA Chapter Leadership Breakfast	Atlanta, GA

October	SIOR Create	Boston, MA
October	CoreNet	Washington, DC
October	SEUS-Japan	Japan
October	Southern Interactive Entertainment	Atlanta, GA
October	HIBT Summit	San Francisco, CA
November	SEDC YP Meet the Consultants	TBD
November	TBIC Annual Meeting	TBD
December	Economix	Phoenix, AZ
December	Area Development Consultants Forum	TBD
Monthly	Georgia Economic Developers Association	Atlanta, GA
Monthly	NAIOP	Atlanta, GA
Quarterly	SIOR	Atlanta, GA
Quarterly	Metro Atlanta Chamber Economic Development Roundtables	Atlanta, GA
TBD	ARC Alliance Consultant Visit	TBD
TBD	Chicago Site Consultant mission	Chicago, IL
TBD	Greenville Site Consultant mission	Greenville, SC
TBD	Dallas Site Consultant mission	Dallas, TX

## ONLINE & DIGITAL MARKETING

### *Social Media (July 2020)*

- **Facebook**
  - We have 22 new followers and 21 new page likes.
  - The following were the most engaging Facebook posts for the month:
    - Southern Crescent Technical College Expansion (569 Reach)
    - Purple Announcement (517 Reach)
    - Piedmont Henry - Thank Healthcare Heroes (426)
- **LinkedIn**
  - We gained 8 new connections this month and now we're up to 462 followers.
- **Twitter**
  - We are at 1,261 total followers. Our tweets earned 9,511 impressions during the month of July.
- **Blogs**
  - There was 1 blog posted this month:
    - Purple Announces New Henry County Manufacturing Facility

### *Blogs and E-mail Marketing*

	2019	2020 YTD	July 2020
Blogs Posts	23	10	1
Blog Page Views	3,819	1,143	207
E-mails	2,678	2,969	274

### *Website*

	Pageviews	Unique Pageviews	Avg. Time on Page	Sessions	Pages / Session	Users	Bounce Rate
2018	45,615	38,467	1:53	27,893	1.64	23,250	77.78%
2019	39,586	32,972	1:53	22,595	1.75	18,517	75.06%
2020 YTD	16,639	13,549	1:47	9,310	1.79	7,709	73.72%
July 2020	2,484	2,065	1:47	1,344	1.85	1,154	71.58%