

# **HENRY COUNTY DEVELOPMENT AUTHORITY**

## **MEETING MINUTES**

**FEBRUARY 7, 2020**

### **Open Session**

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

A rescheduled meeting of the Henry County Development Authority (HCDA) was held on February 7, 2020 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton and David Crow. It was noted that Board member Reggie Sylvain was in route, and Board member Eddie Ausband was absent due to a work conflict. Also in attendance were Rod Meadows, Legal Counsel, Josh Fenn, Executive Director, Leah Brown, Director of Established Industry and Marketing, Jamal Lewis, Project Manager and Terry Collins, Recording Secretary. At 8:08 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.

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

Chairman Clements asked if there were any changes or addition to the agenda as presented. Hearing none, Mr. Linton made a motion to approve the agenda 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 January 9, 2020. Hearing none, Mr. Crow made a motion to approve and Mr. Linton seconded. The motion passed unanimously.

#### **V. STANDING REPORTS**

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

Mr. Fenn reviewed the HCDA Consolidated Budget Report ending January 31, 2020 noting that the Authority is at 36.8% of Corpus budget with 5 months remaining in the current fiscal year. He anticipates an increase in Marketing expenses during March 2020 due to a full staff. Mr. Fenn also reviewed the HCDA County budget and offered to address any questions. With no further discussion,

Mr. Crow made a motion to approve the Invoices, Financials and Corpus reports as presented. Mr. Linton seconded and the motion passed unanimously.

Mr. Sylvain arrived at 8:15 a.m.

#### STAFF REPORT

As part of the Board's Continuing Education, Mr. Fenn provided handouts and an overview of changes in the Less Developed Census Tract (LDCT) and discussed the Georgia Job Tax Credit Program Tiers and Benefits. He noted that the LDCT provides Tier 1 benefits to Henry County which makes the County more attractive and competitive and that companies can apply the value of per job tax credit to corporate income tax. Mr. Fenn also discussed Military Zones, Georgia Opportunity Zones, and the comparison of Henry County with other Counties. Board members thanked Mr. Fenn for his presentation regarding those complex topics.

Board members were provided with a January 2020 Marketing Report, a copy of which is attached to these minutes. Ms. Brown reported that there will be a 2020 Henry County Career Expo on February 19, 2020 from 4:00 – 7:00 p.m. to be held at Dutchtown High School. The event is sponsored by the Georgia Department of Labor, Henry County Government, Henry County Development Authority, Worksource Atlanta Regional and Henry County Chamber of Commerce. The Expo is open to everyone and local employers will be represented. Board members were encouraged to stop by if their time allowed.

Ms. Brown also reported that the Georgia Made campaign is being launched by the Governor's office this month and staff has been invited to attend Georgia Made Day at the Capital. The event will include an expo of Georgia Made products from throughout the state, and staff is happy to announce that Luxottica will be showcased at the event. Board members were provided with copies of the 2019 Economic Development Snapshot.

#### DISTRICT REPORTS

District 1: no report

District 2: Mr. Linton also noted the upcoming Henry County Career Expo as well as District 2 Commissioner Dee Clemmons' first Town Hall meeting of the year which will take place on February 11, 2020 at 6:30 p.m. at the County Administration Building.

District 4: no report

District 5: Chairman Clements reported that District 5 Commissioner Bruce Holmes along with County leadership and community partners, participated in a groundbreaking ceremony for the Panola Mountain Greenway PATH project.

## **VI. OLD BUSINESS**

Mr. Fenn reported that staff has activated a retainer in the contract with Nickel Works Consulting regarding the Community Improvement District (CID). A report from Nickel Works is forthcoming and will be forwarded to the Board as soon as it is received. Board members and staff discussed options moving forward.

## **VII. NEW BUSINESS**

Mr. Fenn reviewed that the FY 2021 County budget request which was sent to the Board for advanced review, has been submitted. Some adjustments were made to accommodate additional staff. The County budget meeting will be held next week. As the request did not go over the original allocation, Mr. Fenn anticipates that it will be accepted. He also noted that he is hopeful that the Authority will be provided a much needed newer vehicle or a trade within County fleet to replace the existing 2002 Ford Excursion.

## **VIII. LEGAL MATTERS**

Mr. Meadows updated Board members on the Home Depot case which was heard at the State Court of Appeals yesterday, and he provided a brief history of the case. He noted that there were many thorough questions during the hearing and that the Henry County Attorney did an excellent job representing; however, there still seemed to be questions by the Court about the role, if any, of the Henry County School System under Henry County's local constitutional amendment applies.

Mr. Meadows reported his attendance at the last meeting of the Joint Development Authority of Metro Atlanta (JDAMA) which was held at the new Mercedes Benz headquarters. He also provided a summary of the case of Georgia Carry vs Atlanta Botanical Gardens and noted that he will continue to monitor the case because it could be a significant issue as relates to the Authority's bond deals. Mr. Meadows will also continue to monitor and provide updates on the Georgia General Assembly HB 837.

As information and discussion, Mr. Meadows shared a list of project bonds issued by the Authority from 1980 to present. He also provided a list of Industry Locations/Retentions assisted by the Authority.

At 9:15 a.m., Chairman Clements reviewed that he would entertain a motion to move to Executive Session for the purposes of real estate and personnel. Mr. Linton made a motion to move to Executive Session and Mr. Sylvain seconded. Chairman Clements called for a 5-minute break and to return in Executive Session. The motion passed unanimously.

9:15 a.m. break

## **IX. EXECUTIVE SESSION**

9:20 a.m. Executive Session

#### Return to Open Session

To ratify decision made in Executive Session, Mr. Linton made a motion authorizing the officers of the Development Authority to sign documents necessary to move forward with State REBA Grant for Luxottica. Mr. Sylvain seconded and the motion passed unanimously.

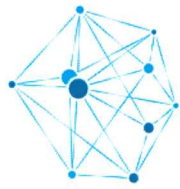
#### X. ADJOURN

At 9:35 a.m., Mr. Linton made a motion to adjourn and Mr. Sylvain seconded. The motion passed unanimously.

  
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Terry Collins, Recording Secretary

  
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Pierre Clements, Chairman





**Henry**COUNTY  
DEVELOPMENT AUTHORITY

## January 2020 MARKETING REPORT

### 2020 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

# of Projects	Capital Investment	# of Jobs	Total Payroll

### PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
3	36	8%

#### *New Prospects*

The Henry County Development Authority opened 3 new projects.

#### *Target Industries*



Advanced Manufacturing  
33%



Healthcare  
0%



Logistics  
67%



Professional Solutions  
0%



Other  
0%

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

None

## BUSINESS RETENTION AND EXPANSION

MTD Business Visits	2020 YTD Business Visits	2020 Goal	% of Goal
5	5	135	4%

### *Company Visits*

Georgia Power Company

Kaiser Permanente

Mazda

The Home Depot RLC

Ken's Foods

## 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 (January 2019)*

- **Facebook**
  - We have a total of 10,048 followers.
  - The following were the top performing Facebook posts for the month:
    - HCDA Welcomes Eddie Ausband (2.4K Reach)
    - Academy of Advanced Studies (2.4K Reach)
- **LinkedIn**
  - We gained 12 new connections this month and now we're up to 399 followers.
- **Twitter**
  - We are at 1,234 total followers. Our tweets earned 8.4K impressions during the month of January.
- **Blogs**
  - The blog posted this month was Less Developed Census Tract – 2020 Updates

### ***Blogs and E-mail Marketing***

	2019	January 2020
Blogs Posts	23	1
Blog Views	3,819	2
E-mails	2,678	366

### ***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%
January 2020	2,699	2,100	1:52	1,335	2.02	1,147	69.96%