

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

JULY 9, 2020

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on July 9, 2020 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton, David Crow and Eddie Ausband. Board member Reggie Sylvain participated virtually. Also in attendance were Rod Meadows, Legal Counsel, Josh Fenn, Executive Director, Jamal Lewis, Project Manager and Terry Collins, Recording Secretary. Leah Brown, Director of Established Industry and Marketing participated virtually. At 8:07 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 an Executive Session for the purpose of Real Estate. Mr. Ausband made a motion to approve the agenda and Mr. Linton seconded. The motion passed unanimously.

IV. APPROVAL OF MINUTES

Chairman Clements asked if there were any questions or comments regarding the Minutes of June 4, 2020 and June 12, 2020 called meeting. Mr. Meadows indicated he had made some minor corrections to the previous drafts sent earlier in the week. After review, Mr. Crow made a motion to approve both sets of Minutes as presented and Mr. Ausband seconded. The motion passed unanimously.

V. STANDING REPORTS

INVOICES/FINANCIALS/CORPUS

Mr. Fenn reviewed the HCDA Consolidated Budget Report ending June 30, 2020 noting that the Authority spent 76.0% of County budget but there will be some final year-end adjustments and totals. The Authority finished the fiscal year at 57.3% of Corpus budget. Mr. Fenn discussed that some future event registrations were purchased at the early bird rate with FY 2020 funds, however if they are cancelled, the Authority will be credited or refunded. Due to the cancellation of an Established Industry Appreciation event, Mr. Fenn authorized staff to order new HCDA marketing materials to provide thank you gifts during industry visits and to restock marketing supplies. With no further discussion, Mr. Linton

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

STAFF REPORT

Board members were provided with a June 2020 Marketing Report, a copy of which is attached to these minutes. Mr. Fenn noted that the Authority is following County COVID-19 protocol, and that full staff will not be in the Authority offices at any time to allow for anyone required to be out. He intends for staff to be as safe as possible but remain effective. Mr. Fenn reported that on July 13, 2020 he will be presenting at a Henry County Stakeholders Forum Town Hall meeting to provide an economic overview of the state of the County. Ms. Brown will provide a link to the event via email and the event will be recorded. Mr. Fenn reviewed that project activity remains strong. He noted that staff is behind on the Target Industry Study but will be on task by next week for review.

Chairman Clements noted that due to the pandemic we are not business as usual but will continue to operate with excellence. He encouraged everyone to remain extra cautious personally and professionally.

Ms. Brown reported a continued uptick on social media and that there were 3 blogs last month. She noted that staff has increased industry visits and checking in using virtual methods and phone calls to ask if there are any needs the Authority can assist with and providing information. Industries have indicated their appreciation for the efforts and the good communication.

DISTRICT REPORTS

District 1, 2, 3 and 5 – no report

District 4 – Mr. Sylvain reported that District 4 Commissioner Thomas hosted a forum on Policing Henry also attended by the Henry County Manager and Assistant County Manager as well as the Henry County Police Chief and Deputy Chief. Mr. Sylvain noted that he learned a great deal from this forum and has much respect for the HCPD training program. He also noted that there were great questions from the community.

VI. OLD BUSINESS

No Old Business was discussed.

VII. NEW BUSINESS

Website Refresh Proposal – Ms. Brown provided a presentation and reviewed that the current HCDA website was developed by Atlas Advertising (now Atlas Integrated) in 2013, 7 years ago and that a website refresh is recommended every 3-4 years. She noted that the Authority has continued a good relationship with Atlas and recommended continuing with them and allow them to do the refresh. Ms. Brown discussed that Word Press would be utilized which allows staff to more easily make updates to

the site and that a modern updated website is important to have a strong presence to be competitive and to provide site selectors with everything they need. Ms. Brown presented cost information, a one-time fee of \$14,000 with \$2,370 annual fee. She explained that the Authority currently pays \$10,000 annually to HubSpot, a tool for marketing and blogs, which would no longer be needed and therefore the cost is not new, just redirected. She also discussed that we would have more capability with the refreshed website than we have now and that a brand new website would be more costly and time consuming. Ms. Brown reviewed the GIS Microsite tool which is what site selectors and brokers are expecting when they go to a website. This tool is the most interactive online site selection tool on the market. Mr. Fenn noted that in the FY 2021 Corpus Special Projects budget, funds were included for a website refresh. Ms. Brown also noted other Counties in Georgia using the GIS Microsite tool. Ms. Brown addressed questions from Board members and noted that the HubSpot contract would end in October 2020 which would allow time for the refresh without losing any coverage. Mr. Fenn and Ms. Brown recommended Board approval for the website refresh as presented by Ms. Brown. After discussion, Mr. Linton made a motion to approve the website refresh as presented and Mr. Ausband seconded. The motion passed unanimously. Mr. Fenn thanked Board members and presented each with a HCDA Yeti cup.

VIII. LEGAL MATTERS

Mr. Meadows indicated that he had no Legal Matters for Open Session.

IX. EXECUTIVE SESSION

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

EXECUTIVE SESSION

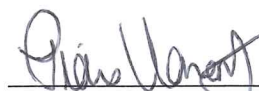
RETURN TO OPEN SESSION

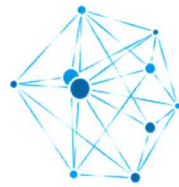
To ratify action taken in Executive Session, Mr. Linton made a motion, seconded by Mr. Sylvain authorizing the HCDA Executive Director to modify the current proposal to Project Ray to extend the personal property by 2 years, and make adjustments necessary to meet market conditions. The motion passed unanimously.

X. ADJOURN

At 9:07 a.m., Mr. Linton made a motion to adjourn and Mr. Sylvain seconded. The motion passed unanimously.


Terry Collins, Recording Secretary


Pierre Clements, Chairman



JUNE 2020 MARKETING REPORT

2020 RESULTS YTD— ANNOUNCED/CLOSED PROJECTS

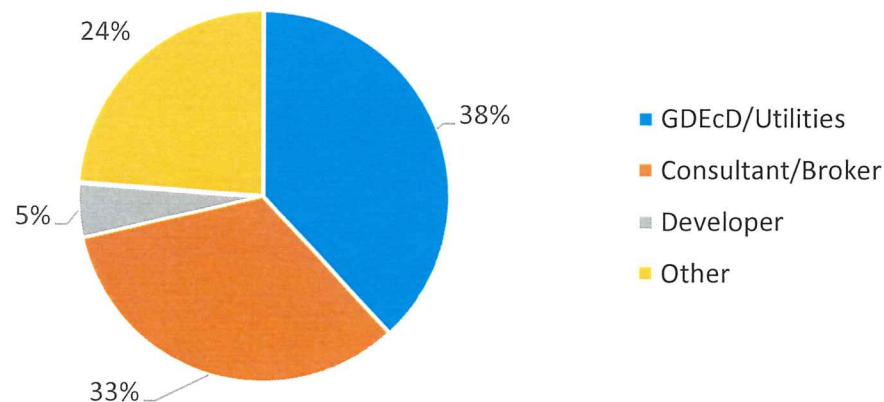
# of Projects	Capital Investment	# of Jobs
3	\$47.6 Million	335 New Jobs

- 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.

PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
21	36	58%

2020 New Prospects Source



New Prospects

There were 4 new prospects.

Target Industries



Hot Projects (Critical Decision <60 Days)

Project Fan
Bear

Firecracker
Ray

BUSINESS RETENTION AND EXPANSION

June 2020 Business Visits / Check Ins	2020 YTD Business Visits	2020 Goal	% of Goal	Established Industry Survey
20	154	135	114%	29 Responses

Company Visits

Home Depot RLC
Sangsin Technology America
Southern States, LLC
Hale Aircraft
Toppan Interamerica, Inc.
Atlas Roofing Corporation

Bellwether, Inc.
Bennett International Group, Inc.
Home Depot DFC #6777
Pep Boys Distribution Center
Summit Racing Equipment
XPO Logistics – Greenwood Ct.

XPO Logistics - Westridge
CEVA Logistics
Lennox Industries
Metro Metal Works
DSC, Georgia Pacific
Renewal Logistics

Nestle
Ceramic & Metal Coatings Corp.
Medline
Neova/Mazda
TSYS

Wayfair
Simmons Manufacturing
GOYA
Inline Plastics
Distribution Cooperative Inc.
John Deere

Kumho Tire USA
Scotts Miracle Gro/Sunland Logistics

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 (June 2020)

- **Facebook**

- We have a 43 new followers and 49 new page likes.
- The following were the most engaging Facebook posts for the month:
 - Ferrero USA Announces Fall Opening of a New Henry Distribution Center (776 Reach)
 - New Summer Townhall (944 Reach)

- **LinkedIn**

- We gained 7 new connections this month and now we're up to 454 followers.

- **Twitter**

- We are at 1,258 total followers. Our tweets earned 8,535 impressions during the month of June.

- **Blogs**

- There was 3 blogs posted this month:
 - Ferrero USA Announces Fall Opening of a New Henry Distribution Center
 - Back to School for 2020-21 School Year
 - HCDA Executive Director Discusses Job Growth - PODCAST

Blogs and E-mail Marketing

	2019	2020 YTD	June 2020
Blogs Posts	23	9	3
Blog Page Views	3,819	936	291
E-mails	2,678	2,695	651

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	14,155	11,484	1:48	7,966	1.78	6,625	74.08%
June 2020	2,625	2,147	1:46	1,451	1.81	1,184	74.09%