

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

SEPTEMBER 3, 2020

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on September 3, 2020 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton, David Crow, Reggie Sylvain and Eddie Ausband. Also in attendance were Rod Meadows, Legal Counsel and Sara Lithgow, Meadows, Macie & Sutton, P.C., Josh Fenn, Executive Director, Jamal Lewis, Project Manager Business Development and Terry Collins, Recording Secretary. One guest in attendance, Woody Vaughn, Holland & Knight. At 8:05 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 posted.

III. APPROVAL OF AGENDA

Chairman Clements asked if there were any changes or addition to the agenda as presented. Mr. Meadows requested that the presentation by Woody Vaughn under New Business be moved up so that Mr. Vaughn could be excused following the presentation. He also noted that one item under Legal Matters, Inducement Resolution for Project Love's be removed from Legal Matters but would be as discussion only in Executive Session. Mr. Sylvain then made a motion to approve the agenda as amended and Mr. Ausband seconded. The motion passed unanimously.

IV. PRESENTATION BY WOODY VAUGHN

Mr. Meadows introduced Mr. Vaughn, who provided some background information and a brief overview of a proposed multifamily housing project, Fairview Terrace, and he introduced Ms. Karla Burck with KCG Companies, who provided the presentation virtually. Mr. Vaughn noted that he and Ms. Burck were making this presentation at the request of the Henry County Board of Commissioners (HCBOC). It was stated that they are not asking for any tax incentives as in traditional bond for title transactions or any tax dollars but rather use the Development Authority as a pass through. Projects such as this would typically go through a Housing Authority. It was discussed that the McDonough Housing Authority does not meet the requirement of being located within a 10-mile radius of the project, but that working with Housing Authorities in neighboring Counties could be another option providing approval by the HCBOC. Mr. Vaughn provided Board members with hard copies of the presentation, and Ms. Burck proceeded

with the virtual presentation of the proposed Fairview Terrace project. At 8:30 a.m. the presentation concluded, and Mr. Vaughn left the meeting.

V. APPROVAL OF MINUTES

Chairman Clements asked if there were any comments or corrections to the HCDA Minutes of Aug 6, 2020. Hearing none, Mr. Linton made a motion to approve and Mr. Sylvain seconded. The motion passed unanimously.

VI. STANDING REPORTS

INVOICES/FINANCIALS/CORPUS

Mr. Fenn reviewed the August 31, 2020 Consolidated Budget Statement noting that the Authority is currently at 13.6% of County budget and 5.6% of Corpus budget and briefly discussed the Special Projects expenditures. With no further comments, Mr. Ausband 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 an August 2020 Marketing Report, a copy of which is attached to these minutes. Mr. Fenn reported that although project activity has slightly slowed down, the Authority is well on pace to reach 2020 goal of 36 new prospects. He also reported that the contract with The Chason Group has been approved and the job posting for the vacant position will be very soon. The website refresh is moving quickly as staff has already been in communication with Atlas Integrated. There is a possibility the GIS microsite may be operational sooner than expected.

Mr. Fenn reviewed the year to date 2020 results as 6 new projects and 2,149 new jobs. He is pleased that Advanced Manufacturing is dominating the target industries at 60.34%. Staff continues to check in monthly with established industries and conducts weekly calls. Feedback on social media has been positive. Chairman Clements commented positively on the Authority having significant momentum, even during the pandemic, in getting things done and helping to bring higher paying jobs to Henry County.

DISTRICT REPORTS

Districts 1-4 – no report

District 5 – no report other than the presentation on the proposed Fairview Terrace project

VII. OLD BUSINESS

No Old Business to discuss.

VIII. NEW BUSINESS

Mr. Meadows reviewed that there will be State issued REBA Grants for Purple (Project Polymer), Zinus (Project Bear) and Project Ray. He noted the complexity of the grants and that it is appropriate for the Authority to enter into contracts with Allen-Smith Consulting for the grant writing and grant administration services for each project. Mr. Fenn noted that the services would require a mid-year Corpus budget adjustment. After discussion, Mr. Sylvain made a motion for the HCDA to enter into an agreement for REBA Grant writing and administration with Allen-Smith Consulting for Projects Bear, Purple and Ray as drafted by Allen-Smith and reviewed by HCDA General Counsel along with all of the supporting documents in connection therewith, all of which have been provided electronically in advance of today's meeting, and as has been discussed in this meeting. Mr. Sylvain further moved that the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with said motion, along with the discretion to make such minor amendments and corrections to any of the documents as might be suggested by Counsel in conjunction with the subject transaction. Mr. Crow seconded and the motion passed unanimously.

Mr. Meadows reported that Georgia Power and Scannel/Home Depot (Project Boss) has requested a permanent power easement and he recommends approval. Mr. Sylvain made a motion to approve and Mr. Ausband seconded. The motion passed unanimously.

Mr. Fenn discussed a sponsorship opportunity for Southern Crescent Technical College Foundation. The Golf "Fore" Education tournament is taking place this year in lieu of the Red Carpet Gala which the Authority has historically sponsored. Mr. Fenn recommended sponsorship at the \$1,000 level. Mr. Sylvain made a motion to approve and Mr. Ausband seconded. The motion passed unanimously.

Mr. Fenn discussed a sponsorship opportunity for the Henry County Chamber of Commerce 20th Annual Golf Classic. Noting that the Chamber is a strategic ally to the Authority and that they have taken a significant financial hit during the pandemic, Mr. Fenn recommended sponsorship at the \$1,500 level. Mr. Ausband made a motion to approve and Mr. Crow seconded. The motion passed unanimously. Mr. Fenn noted that this sponsorship includes a tent exhibit at a hole which he may offer to one of the Authority partners.

IX. EXECUTIVE SESSION

Chairman Clements asked for a motion to move to Executive Session for the purpose of Real Estate. Mr. Crow made a motion to move to Executive Session and Mr. Linton seconded. The motion passed unanimously.

EXECUTIVE SESSION

RETURN TO OPEN SESSION

For disclosure, Mr. Meadows asked the Board if there were any conflicts regarding the 3 projects discussed today, Purple, Zinus and Project Ray. There were no conflicts. To ratify actions taken in Executive Session, motions were made as follows:

Mr. Sylvain made a motion that the HCDA adopt the Bond Resolution and Validation documents for PNK (Project Purple's Real Estate Bond), as drafted by Bond Counsel and reviewed by our General Counsel, along with all of the supporting documents in connection therewith, all of which have been provided electronically in advance of today's meeting and as we have discussed in this meeting. Mr. Sylvain further moved that the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with the bond for title, including the documents to Judicially Validate the bonds, and to "close" the transaction, along with the discretion to make such minor amendments and corrections to any of the documents as might be suggested by Counsel in conjunction with the subject transaction. Mr. Crow seconded the motion and it passed unanimously.

Mr. Sylvain made a motion that the HCDA adopt the Bond Resolution and Validation Documents for Project Polymer-Purple-Fan Equipment Bond, as drafted by Bond Counsel and reviewed by our General Counsel, along with all of the supporting documents in connection therewith, all of which have been provided electronically in advance of today's meeting and as we have discussed in this meeting. Mr. Sylvain further moved that the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with the bond for title, including the documents to Judicially Validate the bonds, and to "close" the transaction, along with the discretion to make such minor amendments and corrections to any of the documents as might be suggested by Counsel in conjunction with the subject transaction. Mr. Linton seconded the motion and it passed unanimously.

Mr. Sylvain made a motion that the HCDA adopt the Bond Resolution and Validation Documents for Project Bear – Zinus, as drafted by Bond Counsel and reviewed by our General Counsel, along with all of the supporting documents in connection therewith, all of which have been provided electronically in advance of today's meeting and as we have discussed in this meeting. Mr. Sylvain further moved that the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with the bond for title, including the documents to Judicially Validate the bonds, and to "close" the transaction, along with the discretion to make such minor amendments and corrections to any of the documents as might be suggested by Counsel in conjunction with the subject transaction. Mr. Linton seconded the motion and it passed unanimously.

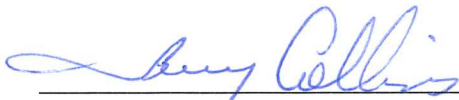
Mr. Sylvain made a motion that the HCDA adopt the Memorandum of Agreement (MOA) for Project Firecracker, as drafted by Bond Counsel and reviewed by General Counsel, along with all of the supporting documents in connection therewith, all of which have been provided electronically in advance of today's meeting, and as we have discussed in this meeting. Mr. Sylvain further moved that

the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with the MOA, along with the discretion to make such minor amendments and corrections to any of the documents as might be suggested by Counsel in conjunction with the subject transaction. Mr. Crow seconded the motion and it passed unanimously.

Regarding the REBA Grant for Project Bear – Zinus, Mr. Sylvain made a motion that the HCDA adopt the Georgia REBA Grant Memorandum of Agreement and Performance and Accountability Agreement, as drafted by the Georgia Department of Community Affairs and reviewed by our General Counsel, along with all of the supporting documents in connection therewith, all of which have been provided to us electronically in advance of today's meeting, and as we have discussed in this meeting. Mr. Sylvain further moved that the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with the bond for title, along with the discretion to make such minor amendments and corrections to any of the documents as might be suggested by Counsel in conjunction with the subject transaction. Mr. Linton seconded the motion and it passed unanimously.

X. ADJOURN

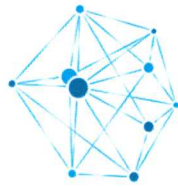
At 9:42 a.m., Mr. Ausband made a motion to adjourn and Mr. Sylvain seconded. The motion passed unanimously.



Terry Collins, Recording Secretary



Pierre Clements, Chairman



August 2020 MARKETING REPORT

2020 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

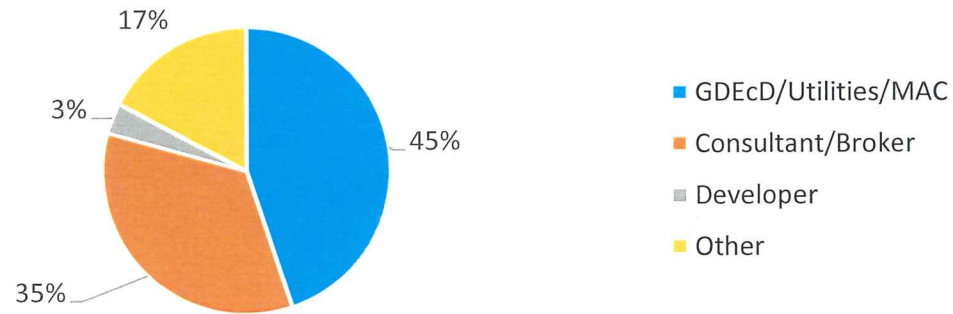
# of Projects	Capital Investment	# of Jobs
6	\$291.1 Million	2,149 New Jobs

- 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.
- Zinus USA (San Leandro, CA) - Zinus USA has selected McDonough for their first North American advanced manufacturing facility, will invest \$108 million and create 804 jobs in Henry County

PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
29	36	81%

2020 New Prospects Source



New Prospects

There were 3 new prospects in August 2020.

Target Industries



Hot Projects (Critical Decision <60 Days)

Project Firecracker

Project Ray

BUSINESS RETENTION AND EXPANSION

August 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	Scotts Miracle Gro / Sunland Logistics	Hale Aircraft
Home Depot RLC	Summit Racing Equipment	Vitalabs
Kuehne & Nagel/Pirelli	DSC Logistics	Toppan Interamerica, Inc.
Lennox Industries	Children Healthcare of Atlanta	Behr Process Corporation
XPO Logistics (Jacobson Warehouse Company)	Amchar	Ecolab
Ceramic & Metal Coatings Corp.	Federal Aviation Administration Air Route	DHL, Kimberly Clark
Inline Plastics Corporation	Traffic Control Center	Ken's Foods, Inc.
Atlas Roofing Corporation	Goodyear Tire & Rubber Company-Aviation	Phillips Van Heusen
Bellwether, Inc.	Luxottica Retail Group	DSC, Georgia Pacific
John Deere Regional Parts Distribution Center	Sangsin Technology America	
Pep Boys Distribution Center	U.S. Cold Storage	

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 (August 2020)

- **Facebook**
 - We have 19 new followers and 18 new page likes.
 - The following were the most engaging Facebook posts for the month:
 - The Home Depot Announcement (1.2k Reach)
 - Zinus, USA Announcement (620 Reach)
- **LinkedIn**
 - We gained 22 new connections this month and now we're up to 485 followers.
- **Twitter**
 - We gained 16 new followers and we are at 1,277 total followers. Our tweets earned 3,661 impressions during the month of August.
- **Blogs**
 - There was 1 blog posted this month:
 - Zinus USA, Inc. Announces First U.S. Advanced Manufacturing Facility

Blogs and E-mail Marketing

	2019	2020 YTD	August 2020
Blogs Posts	23	11	1
Blog Page Views	3,819	1,331	188
E-mails	2,678	3,169	200

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	19,721	16,207	1:48	11,145	1.77	9,196	73.69%
August 2020	3,082	2,658	1:52	1,835	1.68	1,544	73.57%