

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

DECEMBER 3, 2020

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on December 3, 2020 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton, David Crow, Irvin Culpepper 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. Two guests in attendance, Brian Green and Lisa Hale. 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. Fenn requested an Executive Session for the purpose of personnel and real estate. Mr. Culpepper then made a motion to approve the agenda as amended and Mr. Linton seconded. The motion passed unanimously.

IV. CHECK PRESENTATION BY GEORGIA POWER

Mr. Fenn welcomed and introduced Mr. Brian Green and noted that Georgia Power has offered to make a generous donation to the Target Industry Study. Mr. Green noted the good partnership with Georgia Power and the HCDA and presented a donation in the amount of \$10,000 for the Target Industry Study. The meeting paused for a photo. Chairman Clements thanked Mr. Green and Georgia Power on behalf of the Authority.

V. APPROVAL OF MINUTES

Chairman Clements asked if everyone had reviewed the Minutes of December 5, 2020 and if there were any questions or comments. Hearing none, Mr. Linton made a motion to approve the Minutes. Mr. Culpepper seconded the motion and it passed unanimously.

VI. STANDING REPORTS

INVOICES/FINANCIALS/CORPUS

Mr. Fenn referred to the HCDA Consolidated Budget Statement dated November 30, 2020 and summarized that the Authority is currently at 33.4% of County budget and 24.4% of Corpus budget. He also noted a mid-year budget adjustment to be discussed under New Business. After a brief review, Mr.

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

STAFF REPORT

Board member were provided with a November 2020 Marketing Report, a copy of which is attached to these minutes. Mr. Fenn reviewed that project activity remains strong. He reported that he has been invited to participate on an advisory committee for technical programs at Dutchtown High School. More volunteers are being sought for this committee, and Mr. Fenn invited Board members to participate. Mr. Fenn asked that Board members check with staff to ensure correct mailing address for holiday thank you gifts for the Board.

Mr. Lewis reported 49 new prospects YTD in 2020 which puts the Authority at 136% of goal. He also noted that there are already three new prospects for December.

DISTRICT REPORTS

District 1 – No report

District 2 – Mr. Linton reported that the Fill the Bus Campaign has started and there are now streetlights along Jonesboro Road.

District 3 – Mr. Ausband reported on the opening of the one-way pairs in McDonough and the cut through between John Frank Ward Blvd and Keys Ferry Road.

District 4 – Mr. Culpepper reported that the Henry County Board of Commissioners has approved several upgrades to the to the parks including J.P. Mosely Park and Mickey D. Cochran Park. He also reported that District 4 Commissioner Thomas is aware of available property at 1000 Eagle's Landing Parkway and has expressed interest in talking to Piedmont Henry regarding use of that building.

District 5 – No report

VII. OLD BUSINESS

No old business was discussed.

VIII. NEW BUSINESS

Mr. Fenn and Mr. Lewis explained a change order with Atlas Integrated for additional funding needed to complete content upload and marketing materials for the HCDA website refresh. After discussion, Mr. Ausband made a motion to approve the change order in the amount of \$3,300.00. Mr. Linton seconded the motion and it passed unanimously.

Board members were provided with an amended FY2021 Corpus budget. Mr. Fenn explained the increase in Special Projects fund from \$51,000.00 to \$72,000.00 due to the website refresh and some updated topography. Mr. Fenn explained an increase in Professional Services Grants from \$8,000.00 to \$60,000.00 for REBA Grant writing and administrative services for three REBA Grants. Mr. Fenn also

reviewed projected bond fees to be collected for this fiscal year noting that would more than cover the proposed budget increase. After discussion, Mr. Culpepper made a motion to approve the FY2021 amended corpus budget as presented. Mr. Crow seconded the motion, and it passed unanimously.

Guests left the meeting.

IX. EXECUTIVE SESSION

Chairman Clements entertained a motion to move to Executive Session for the purpose of Personnel and Real Estate discussion. Mr. Ausband made a motion and Mr. Linton seconded. The motion passed unanimously.

EXECUTIVE SESSION

RETURN TO OPEN SESSION – Guests returned to meeting

X. LEGAL MATTERS

Mr. Meadows reviewed the validation hearings for four bonds – Scannell real estate and Radial equipment, Ken's Foods and Love's. Mr. Meadows reviewed that Board members were provided advanced notice via email of bond assignment documents for Scannell (DRI-SP Locust Grove One, LLC). After discussion, he recommended a motion authorizing the HCDA officers to sign the transfer of the property once it is closed. Mr. Culpepper made a motion to approve the bond assignment documents for Scannell (DRI-SP Locust Grove One, LLC). Mr. Crow seconded the motion and it passed unanimously.

Mr. Meadows reported that attorney Woody Vaughn has asked to be retained as bond counsel for the Fairview Terrace project and recommend approval. Mr. Culpepper made a motion approving Mr. Vaughn be retained as bond counsel for the Fairview Terrace project. Mr. Crow seconded the motion and it passed unanimously.

Mr. Meadows reported some new figures on the Board compensation discussion and recommended a motion to ratify a minor change in figures for this compensation. Mr. Culpepper made a motion to approve and Mr. Linton seconded. The motion passed unanimously.

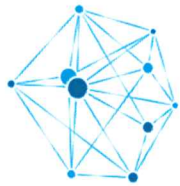
Mr. Meadows recommended a motion be made to ratify decision in Executive Session for staff bonuses. Mr. Culpepper made a motion to approve staff bonuses as discussed and Mr. Linton seconded. The motion passed unanimously.

XI. ADJOURN

At 9:05 a.m., Mr. Ausband made a motion to adjourn. Mr. Culpepper seconded the motion and it passed unanimously.


Terry Collins, Recording Secretary


Pierre Clements, Chairman



November 2020 MARKETING REPORT

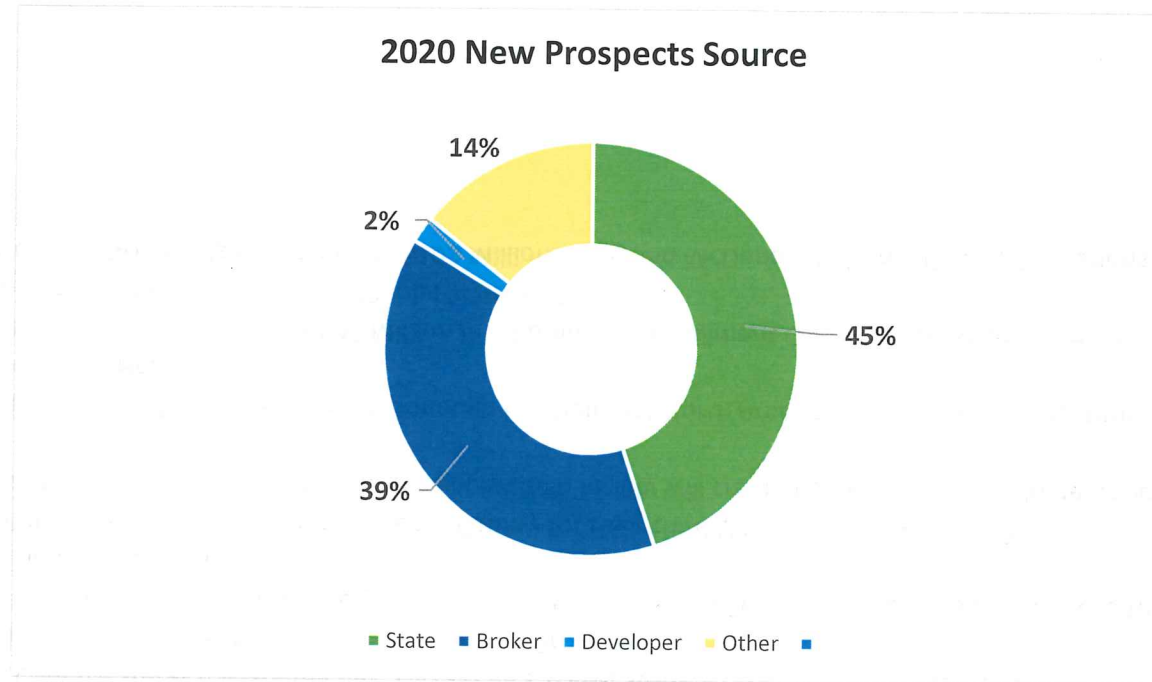
2020 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

# of Projects	Capital Investment	# of Jobs
9	\$449.9 Million	2,640 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 (South Korea) - Zinus USA has selected McDonough for their first North American advanced manufacturing facility, will invest \$108 million and create 804 jobs in Henry County
- Radial, Inc. (Prussia, PA) – Radial, Inc. to Invest \$40 Million in E-Commerce Fulfillment Center in Locust Grove/Henry County, Create 344 Jobs
- Incora (Valencia, CA) - Incora™ to Expand, Create 70 Jobs in Henry County
- Ken's Foods (Marlborough, MA) - Ken's Foods Invests \$103 Million to Expand McDonough, Henry County Operations

PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
49	36	136%



New Prospects

HCDA added 3 projects in November.

Target Industries



Hot Projects (Critical Decision <60 Days)

BUSINESS RETENTION AND EXPANSION

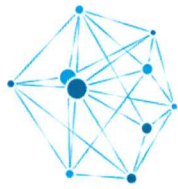
November 2020 Business Visits / Check Ins	2020 YTD Business Visits (virtual and in person)	2020 Goal	% of Goal	Established Industry Survey
31	185	135	137%	29 Responses

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



HenryCOUNTY

DEVELOPMENT AUTHORITY

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	Traverse 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—Virtual	TBD
November	TBIC Annual Meeting—Virtual	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 (November 2020)

- **Facebook**
 - We have 10 new followers and 10 new page likes.
 - The following were the most engaging Facebook posts for the month:
 - Meet HCDA's newest board member, Irvin Culpepper (581 Reach)
- **LinkedIn**
 - We gained 21 new connections this month and now we're up to 527 followers.
- **Twitter**
 - We gained 11 new followers and we are at 1,297 total followers. Our tweets earned 1,338 impressions during the month of November.

E-mail Marketing

	2019	2020 YTD	November 2020
E-mails	2,678	3,923	0

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	29,702	24,781	1:35	15,610	1.90	12,761	73.52%
November 2020	1,890	1,566	2:07	1,059	1.76	914	71.74%