

## **HENRY COUNTY DEVELOPMENT AUTHORITY**

### **MEETING MINUTES**

**OCTOBER 1, 2020**

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

A meeting of the Henry County Development Authority (HCDA) was held on October 1, 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. Two guests in attendance, Irvin Culpepper and Woody Vaughn. At 8:10 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 as Woody Vaughn was present in the HCDA lobby, the discussion of Fairview Terrace under Old Business be moved up on the agenda so that Mr. Vaughn can be excused. Mr. Fenn requested an Executive Session for the purpose of real estate matters. Mr. Linton then made a motion to approve the agenda as amended and Mr. Sylvain seconded. The motion passed unanimously.

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

Chairman Clements asked if there were any comments or corrections to the HCDA Minutes of September 3, 2020. Mr. Meadows noted one change in the Executive Session minutes, paragraph 3, to correct Project Purple/PNK is using 50% of the building rather than 70%. Mr. Sylvain made a motion to approve the minutes as corrected and Mr. Crow seconded. The motion passed unanimously.

#### **V. NEW BUSINESS**

Mr. Meadows invited in Mr. Vaughn from the lobby. Mr. Vaughn reviewed and addressed the list of questions that had been provided by the HCDA Board. After further discussion, Mr. Meadows reviewed that this Board has been very candid regarding the Authority's long-term policy of not inducing residential projects. Although it is legal to do so, the question is, will the HCDA make an exception to its policy. Mr. Meadows further reviewed that the resolution is drafted to include an annual fee of 1/8<sup>th</sup> of

1% for each year that the bonds are outstanding as well as the standard \$3600 annual administrative fee. Chairman Clements asked for a decision by the Board now that due diligence has been completed and all questions have been addressed. Mr. Linton stated that having first ascertained that there are no conflicts of interest, he moved that the HCDA adopt the Inducement Resolution and Letter of Intent for Project Fairview Terrace, as drafted by Counsel for the proponent 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. Linton 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 this 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. Sylvain seconded the motion. Board members further discussed zoning for the project is complete and that a TEFRA hearing will be required, which must then be approved by the Henry County Board of Commissioners (HCBOC). Staff recommended that the bond fee not be finalized at this time, and Board members agreed. With no further discussion, Chairman Clements reviewed that there was a motion and a second. The motion passed unanimously.

At 8:35 a.m., Mr. Vaughn left the meeting.

## **VI. STANDING REPORTS**

### **Invoices/Financials/Corpus**

Mr. Fenn reviewed the Consolidated Budget statement dated September 30, 2020 reflecting that the Authority has spent 20.8% of County budget and 12.3% of Corpus budget. He explained that next month's report would reflect more fees paid to REBA Grant consulting and that a budget adjustment will be necessary. With no questions, Mr. Linton made a motion to approve the Invoices, Financials and Corpus reports as presented. Mr. Ausband seconded the motion and it passed unanimously.

### **Staff Report**

Board members were provided with a September 2020 Marketing Report, a copy of which is attached to these minutes. Mr. Fenn reported that he has been in contact with The Chason Group regarding the vacant position. Last night they closed receiving resumes and should have a final list of applicants by next week. Mr. Fenn will keep the Board updated. Mr. Fenn reported that the website project continues to move forward. The micro-site is up, and the new website should be ready for launch by mid-November.

Mr. Lewis reported that including 1 new project announced yesterday, the HCDA is at 7 projects announced/closed YTD 2020. He reported that there are 8 new prospects this month. Target Industries are showing good diversity at 56.94% for Advanced Manufacturing, 5.56% Healthcare, 31.94% Logistics, 5.56% Professional Solutions and 0% Other. Mr. Lewis also reported continued Established Industry check-ins and staff has surpassed the 2020 goal with 185 virtual and in person visits. As many marketing events have been cancelled this year, Staff has attended many virtual events. Mr. Lewis concluded his

report noting that social media activity is good and there were 2 blogs posted this month: 1) Radial, Inc. to Invest \$40 million in E-Commerce Fulfillment Center in Locust Grove and 2) ALPLA, Inc. Announced winners of its Henry County STEM Program Award for 2020-2021 School Year.

Mr. Fenn presented 2020 YTD Highlights noting a total of \$1,037 Billion in New Capital Investment in 4 1/2 years. He shared that so far 2020 has set a record for jobs and investment in Henry County and done so during a pandemic and recession. It was discussed that these numbers help Henry County keep a AAA rating and that a professional public relations firm may be worth looking into to help share this information with the public.

#### **DISTRICT REPORTS**

District 1 – Mr. Crow reported that the property on Iris Lake Road had been intended for zipline recreation but will now be used for a style of camping called “glamping.”

District 2 – Mr. Linton reported that District 2 Commissioner Clemmons held a virtual Quarterly Town Hall and it went well. Concerns from citizens were regarding traffic and warehouses.

District 3 – no report

District 4 – Mr. Sylvain reported that he will be resigning by the end of the year due to personal reasons. Mr. Sylvain introduced Mr. Culpepper as his unconfirmed HCDA Board member replacement. Mr. Culpepper provided some of his professional background information.

District 5 – Chairman Clements had no other report than the Fairview Terrace project already discussed earlier in the meeting.

#### **VII. OLD BUSINESS**

Mr. Meadows provided everyone with copies of a resolution regarding HCDA Board Compensation. Board members and staff discussed adding a paragraph noting the breakdown of the suggested total annual increase of \$14,000. Mr. Fenn suggested to wait until the mid-year budget review. Mr. Linton made a motion to approve the resolution and Mr. Sylvain seconded. Discussion continued and Board members agreed that the resolution should be updated to include the breakdown for each officer/member position and the updated number of projects, jobs and investment value numbers. Mr. Sylvain re-stated the motion to approve the resolution as updated and Mr. Linton seconded. The re-stated motion passed unanimously.

#### **VIII. EXECUTIVE SESSION**

Chairman Clements asked for a motion to move into Executive Session for the purpose of Real Estate matters. Mr. Crow made a motion. Mr. Sylvain seconded the motion and it passed unanimously. Mr. Ausband made a motion to invite Mr. Culpepper to stay for Executive Session. Mr. Crow seconded and the motion passed unanimously.



EXECUTIVE SESSION

RETURN TO OPEN SESSION

**IX. LEGAL MATTERS**

Mr. Meadows reviewed the Inducement resolution, letter of intent and MOA for Project Bandit – Love’s. Mr. Sylvain stated that having first ascertained that there are no conflicts of interest, he made a motion that the HCDA adopt the Inducement Resolution, Letter of Intent and Memorandum of Agreement for Project Bandit, 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 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 this 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 and the motion passed unanimously.

Mr. Meadows reviewed that Project Ray will be in 2 parts, 1 being for real estate and the other being for equipment and will require 2 motions. Mr. Ausband stated that having first ascertained that there are no conflicts of interest, he made a motion that the HCDA adopt the Inducement Resolution, Letter of Intent and Memorandum of Agreement for Scannell (Project Ray’s Real Estate Bond), as drafter 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 to us electronically in advance of today’s meeting, and as we have discussed in this meeting. Mr. Ausband 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 this 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. Sylvain seconded and the motion passed unanimously.

Mr. Ausband stated that having first ascertained that there are no conflicts of interest, he made a motion that the HCDA adopt the Inducement Resolution, Letter of Intent and Memorandum of Agreement for Project Ray’s Equipment Bond, as drafter 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 to us electronically in advance of today’s meeting, and as we have discussed in this meeting. Mr. Ausband 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 this 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 and the motion passed unanimously.

Mr. Linton made a motion to approve a waiver regarding any potential Conflict of Interest for Mr. Meadows and the firm of Meadows, Macie & Sutton regarding the proposed Project Mack, which had

been negotiated by Mr. Fenn without any input or participation by Mr. Meadows. Mr. Sylvain seconded the motion and it passed unanimously. The Board agreed for Mr. Fenn to proceed with the negotiations with Project Mack.

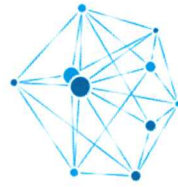
Board members and staff discussed the bond fee for Fairview Terrace project. After discussion, Mr. Crow made a motion for the Authority Board to allow staff and Counsel to set the bond fee for this project at up to  $\frac{1}{4}$  of 1%, if permissible under applicable statutes and regulations. Mr. Linton seconded the motion, and it passed unanimously.

#### **VIII. ADJOURN**

Chairman Clements provided some closing remarks. At 9:45 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



## HenryCOUNTY DEVELOPMENT AUTHORITY

### September 2020 MARKETING REPORT

#### 2020 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

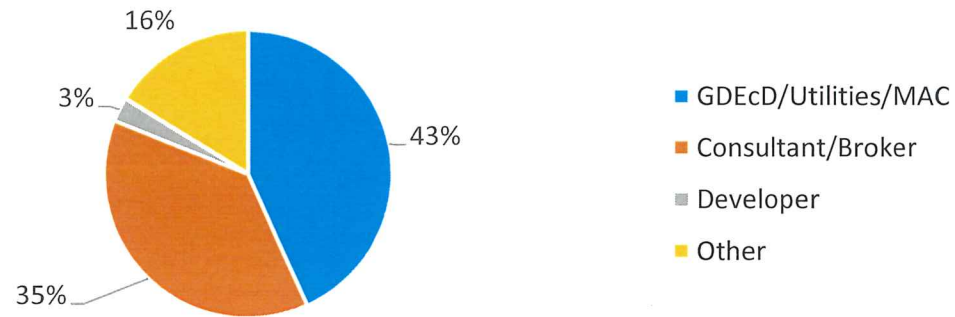
# of Projects	Capital Investment	# of Jobs
7	\$331.1 Million	2,493 New Jobs

- 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 (S) - 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

#### PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
37	36	103%

### 2020 New Prospects Source



### New Prospects

There were 8 new prospects this month.

### Target Industries



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

**BUSINESS RETENTION AND EXPANSION**

September 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	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	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 September 2020)*

- **Facebook**
  - We have 12 new followers and 11 new page likes.
  - The following were the most engaging Facebook posts for the month:
    - ALPLA STEM Award Program (356 Reach)
    - Connecting Henry Paid Training Program (328 Reach)
- **LinkedIn**
  - We gained 5 new connections this month and now we're up to 489 followers.
- **Twitter**
  - We gained 2 new followers and we are at 1,279 total followers. Our tweets earned 1,406 impressions during the month of September.
- **Blogs**
  - There were 2 blogs posted this month:
    - Radial, Inc. to Invest \$40 Million in E-Commerce Fulfillment Center in Locust Grove
    - ALPLA, Inc. Announced winners of its Henry County STEM Program Award for 2020-2021 School Year

### *Blogs and E-mail Marketing*

	2019	2020 YTD	September 2020
Blogs Posts	23	13	2
Blog Page Views	3,819	1,466	135
E-mails	2,678	3,546	377

### *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	21,899	18,001	1:49	11,145	1.78	10,091	73.41%
September 2020	2,178	1,794	1:59	1,161	1.88	947	70.71%