

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

JUNE 4, 2020

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on June 4, 2020 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton and David Crow. Board members Reggie Sylvain and Eddie Ausband participated by conference call. 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 8:05 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 executed and posted.

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 March 4, 2020, March 17, 2020 called meeting and April 20, 2020 called meeting. 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 currently at 68.4% of County budget and 50.5% of Corpus budget. He noted that spending has been down due to COVID-19 with various events and conferences being cancelled. Mr. Fenn discussed that some future event registrations are being purchased at the early bird rate, however if they are cancelled, the Authority will be credited or refunded. With no further discussion, Mr. Linton made a motion to approve the Invoices, Financials and Corpus reports as presented. Mr. Ausband seconded and the motion passed unanimously.

STAFF REPORT

Board members were provided with a May 2020 Marketing Report, a copy of which is attached to these minutes. Mr. Fenn reported that on June 8, 2020 he would be participating in a Henry County Stakeholders Forum Town Hall meeting along with the Henry County Schools Superintendent and Henry County Manager to discuss the upcoming school year. They hope to have information available as soon as possible to help residents plan for the new school year. Mr. Fenn noted that project activity is very good despite the challenges of the pandemic. He reported a 14% unemployment rate for April 2020 and that sales tax is down 3%. Mr. Fenn noted that these numbers do take time to come in so it is important to remain cautious economically.

As information, Mr. Fenn noted that the next regularly scheduled Authority Board meeting falls near the July 4, 2020 holiday. In the interest of today's time, he will poll Board members via email as to rescheduling the meeting or not. He also noted that there is a potential for a Called meeting before July and more information will be provided.

Mr. Fenn reviewed this week's announcement of the new Ferrero USA, Inc. distribution center in Henry County, and he anticipates more announcements very soon.

Ms. Brown reported that staff has increased efforts with established industry visits and that as a team, have done several rounds of visits, calls and surveys to Henry County established industries. Staff is trying to provide businesses with resources they may need to navigate issues due to COVID-19. She noted that social media, blog and email continue as staff moves forward with more ways to address the needs of established industry.

DISTRICT REPORTS

District 1 – no report

District 2 – Mr. Linton reported that District 2 Commissioner Clemmons did a great job at a forum last night and was complimentary of the HCDA.

Districts 3, 4 and 5 – no report

VI. OLD BUSINESS

No Old Business was discussed.

VII. NEW BUSINESS

FY 2021 HCDA Corpus Budget

Mr. Fenn reviewed that the FY 2021 HCDA County budget has been approved. Board members were presented with a draft FY 2021 HCDA Corpus budget. Mr. Fenn noted that after discussion with Chairman Clements, he had added back the \$1,000 membership to Aerotropolis. Mr. Sylvain made a

motion to approve the FY 2021 HCDA Corpus Budget as presented with the one addition as discussed. Mr. Linton seconded and the motion passed unanimously.

Target Industry Study Update

Mr. Fenn discussed that efforts to include the four Cities in funding for the Target Industry Study update have been curbed by the COVID-19 pandemic and that he is hopeful to pick up the process in August. Mr. Fenn noted that the HCDA has been approached by Central Georgia EMC for a use for unclaimed capital credits and the possibility of funding a sector to expand target industry. Staff would like to accept a grant of \$20,000 from Central Georgia EMC to move forward with an update to the Target Industry Study done in 2011. Mr. Fenn reviewed a draft Request for Proposal (RFP) for a Target Industry Study Update and entertained questions from the Board. After discussion, Mr. Linton made a motion to adopt a resolution to move forward with the RFP for a Target Industry Study Update and for the Authority to accept the grant of \$20,000 from Central Georgia EMC to fund it. Mr. Crow seconded the motion and it passed unanimously.

VIII. LEGAL MATTERS

Mr. Meadows reviewed the litigation matter between the Henry County Schools and the Henry County Board of Assessors. He noted the final analysis is that the Georgia Court of Appeals accepted Henry County Judge Brian Amero's ruling. The constitutional Freeport Exemption is valid and extends to goods in e-commerce. Mr. Meadows proposed to put the matter into a timeline to present to the Board at which time all Board members are physically present.

IX. EXECUTIVE SESSION

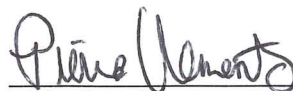
At 8:40 a.m., Mr. Linton made a motion to move to Executive Session for the purpose of Personnel. Mr. Crow seconded and the motion passed unanimously.

EXECUTIVE SESSION

X. ADJOURN

At 9:00 a.m., Mr. Linton made a motion to adjourn and Mr. Crow seconded. The motion passed unanimously.



Terry Collins, Recording Secretary

Pierre Clements, Chairman



May 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
18	36	50%

New Prospects

The Development Authority opened 2 new projects.

Target Industries



Hot Projects (Critical Decision <60 Days)

Project Fan

BUSINESS RETENTION AND EXPANSION

May 2020 Business Visits / Check Ins	2020 YTD Business Visits	2020 Goal	% of Goal	Established Industry Survey
32	134	135	96%	29 Responses

Company Visits

Conduent	Hale Aircraft	Rinker Materials
Home Depot RLC	Toppan Interamerica, Inc.	XPO Logistics – Midland Ct.
S&S Activewear	Atlas Roofing Corporation	CEVA Logistics
Sims Superior Seating, Inc.	Bellwether, Inc.	Carter's
Clark Dietrich Metal Framing, Inc.	Bennett International Group, Inc.	Lennox Industries
Alpla, Inc.	GFA	Metro Metal Works
Georgia Power Customer Care Center	Home Depot DFC #6777	S-2 International
Luxottica Retail Group	Ken's Foods, Inc.	DSC, Georgia Pacific
Sangsin Technology America	Pep Boys Distribution Center	Children's Healthcare of Atlanta
Southern States, LLC	Phillips Van Heusen	Vitalabs
U.S. Cold Storage	Summit Racing Equipment	

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	Finevate	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 (May 2020)

- **Facebook**

- We have a total of 10,132 followers.
- The following were the top performing Facebook posts for the month:
 - Love's Announcement (979 Reach)
 - Free Covid-19 Pop up (1.5K Reach)

- **LinkedIn**

- We gained 17 new connections this month and now we're up to 447 followers.

- **Twitter**

- We are at 1,257 total followers. Our tweets earned 7,593 impressions during the month of May.

- **Blogs**

- There was 1 blog posted this month, "Love's to Open Retread and Distribution Facility in Henry County."

Blogs and E-mail Marketing

	2019	2020 YTD	May 2020
Blogs Posts	23	6	1
Blog Page Views	3,819	644	321
E-mails	2,678	2,480	436

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	11,325	9,160	1:48	6,399	1.77	5,343	74.03%
May 2020	2,322	1,989	1:50	1,542	1.51	1,362	81.58%