

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

MARCH 4, 2020

I. CALL TO ORDER

A rescheduled meeting of the Henry County Development Authority (HCDA) was held on March 4, 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, Josh Fenn, Executive Director, Leah Brown, Director of Established Industry and Marketing and Terry Collins, Recording Secretary. One guest, Ed Clark of Atlanta Motor Speedway, was present. 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.

III. APPROVAL OF AGENDA

Chairman Clements asked if there were any changes to the agenda as presented. Mr. Meadows indicated that as the Board had asked him to draft a resolution regarding Board compensation, he had the draft document ready for review and discussion under Old Business. Mr. Sylvain made a motion to approve the agenda as presented with the addition and Mr. Crow seconded. The motion passed unanimously.

IV. ATLANTA MOTOR SPEEDWAY PRESENTATION

Mr. Clark discussed the Atlanta Motor Speedway (AMS) noting the many events held in addition to the NASCAR race such as Summit Racing Motorama, Atlanta Air Show, Legends Series, Friday Night Drags and the Imagine Music Festival. He noted many other charity events held at the facility as well as proms and weddings. AMS donates the use of their facility each year to host Safe Teen Driving Academy which instructs teen drivers on safe driving topics. Mr. Clark provided a presentation on a conceptual plan, drawn by Foxwoods, for a proposed mixed use development at the Atlanta Motor Speedway (AMS). The proposed development would involve a hotel/convention center, casino, water park, amusement park amphitheater, retail and more. He discussed that the casino is only 7% of the property layout but the revenues generated would make the rest of the plan work. He discussed benefits of the proposed plan noting job creation for full-time and part-time jobs and for construction jobs due to the project being completed in phases. Economic impact potential would entail home values going up, property taxes going down and financial support to Hope Scholarship and health care. Mr. Clark noted that a 2/3rd

majority vote would be required in the House and Senate to put gaming on the ballot for voters. If passed, gaming would become legal, a commission would be formed and several locations in the state would then be determined. Mr. Clark noted that approximately 20 areas in the State have expressed interest in gaming. Board members and Mr. Clark discussed the Henry County Speedway Airport followed by a question and answer session. Mr. Clark left the meeting at approximately 8:30 a.m.

V. APPROVAL OF MINUTES

Mr. Meadows indicated that he had provided some minor edits to the draft Minutes of February 7, 2020 which are reflected in the Board packet. With no further comments, Chairman Clements asked for a motion to approve the Minutes of February 7, 2020 and February 17, 2020 as presented. Mr. Sylvain made a motion to approve and Mr. Ausband seconded. The motion passed unanimously.

VI. STANDING REPORTS

INVOICES/FINANCIALS/CORPUS

Mr. Fenn reviewed the Authority's current balances in the County and Corpus budgets. After brief discussion and no further questions, Mr. Sylvain 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 February 2020 Marketing Report, a copy of which is attached to these minutes. Mr. Fenn reported recent attendance at a meeting for strategic planning and is now moving forward to request a meeting to include himself, Henry County Manager, and Managers of all four Cities in Henry County to gauge their needs and have them participate in strategic planning. Mr. Fenn noted the goal of June 1, 2020 for a draft Request For Proposal (RFP) for the Strategic Plan and to have the plan out by July 2020. The RFP is to contract a firm to formulate the Strategic Plan with the Authority, the County, and the Cities contributing to funding. Mr. Fenn also noted Georgia Power and Georgia EMC as possibilities to facilitate.

Mr. Fenn and Board members discussed the Community Improvement District (CID) and possible interest in holding an information refresher with Nickel Works Consulting. Mr. Fenn will provide some proposed dates for a 1-hour session.

Mr. Fenn reported the success of the recent 2020 Henry County Community Career Expo held at Dutchtown High School and commended Ms. Brown on her role in planning and working the event. Ms. Brown reported that several partners including Henry County District 2 Commissioner Dee Clemmons, Georgia Department of Labor, Atlanta Regional Commission (ARC), Henry County Schools, Henry County Chamber of Commerce (HCCC), the Development Authority and over 26 vendors and companies contributed to the success of the job fair. Over 300 job seekers were in attendance, and all of the HCDA target industries were represented. Ms. Brown noted that it was beneficial having the HCDA team

interacting at the job fair to help connect people. She also noted that Henry County Schools and Piedmont Henry have job fairs coming up this month.

Ms. Brown reported that Sangsin Technology America received an Economic Development award at the recent South Metro Development Outlook and that Luxottica was represented at Georgia Made Day at the State Capitol on February 12, 2020. She also reported that Marcia Taylor, CEO Bennett International, was featured in Newsweek. Ms. Brown noted the Made in Henry campaign coming next month and that she is looking at May for the Industry Appreciation event. Mr. Fenn reported on the change in Target Industry percentages noting Advanced Manufacturing at 67%, Healthcare at 11%, Logistics at 22% and Professional Solutions and Other both at 0%.

DISTRICT REPORTS

District 1 – no report

District 2 – Mr. Linton noted the success of the 2020 Henry County Community Career Expo.

District 3 – no report

District 4 – Mr. Sylvain commented that Piedmont Henry has the busiest ER in the Piedmont system and is the only Emergency Medical Center between Grady Hospital and Macon. He reported that District 4 Commissioner Vivian Thomas has reached out to Piedmont Henry CEO Lily Henson to discuss if her plans for District 4 are in line with those of Piedmont Henry. Mr. Meadows suggested and Board members agreed that Ms. Henson be invited to provide a Piedmont Henry update to the Authority Board.

District 5 – no report

Chairman Clements mentioned previous Board discussion regarding changing the regular Board meeting time of 9:00 a.m. to an earlier time of 8:30 or 8:00 a.m. After discussion, Mr. Linton made a motion to formally change the regular HCDA Board meeting time to 8:00 a.m. on the first Thursday of each month. Mr. Sylvain seconded and the motion passed unanimously.

VII. OLD BUSINESS

No Old Business.

VIII. NEW BUSINESS

Mr. Fenn recommended New Business be moved to Executive Session for the purpose of Real Estate discussion.

IX. LEGAL MATTERS

Mr. Meadows discussed that the bond for Phillips Van-Heusen distribution facility is coming to a close and he explained that at this time, the Authority is required to convey the property back to the

company. As a matter of efficiency and not making the company wait until the April Board meeting, Mr. Meadows recommended the Board pass a resolution authorizing the officers of the HCDA to sign the documents conveying the property back to the appropriate developer upon documentation satisfactory to HCDA Counsel and Executive Director. Mr. Sylvain made a motion to approve and Mr. Crow seconded. The motion passed unanimously.

Mr. Meadows reviewed a resolution regarding HCDA Board Compensation. It was discussed that the number of projects, jobs, investment and taxes brought to Henry County by the Authority would be beneficial to add to the resolution.

X. EXECUTIVE SESSION

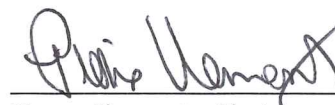
Chairman Clements called for a motion to move to Executive Session for the purpose of Real Estate. Mr. Crow made a motion and Mr. Linton seconded. The motion passed unanimously.

EXECUTIVE SESSION

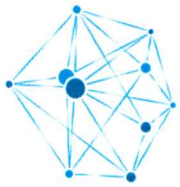
XI. ADJOURN

At 10:00 a.m. Mr. Linton made a motion to adjourn and Mr. Sylvain seconded. The motion passed unanimously.



Terry Collins, Recording Secretary

Pierre Clements, Chairman



FEBRUARY 2020 MARKETING REPORT

2020 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

# of Projects	Capital Investment	# of Jobs	Total Payroll

PROSPECT DEVELOPMENT

2020 New Prospects	2020 Goal	% of Goal
9	36	25%

New Prospects

There were 5 new prospects in February.

Target Industries



Advanced Manufacturing
67%



Healthcare
11%



Logistics
22%



Professional Solutions
0%



Other
0%

Hot Projects (Critical Decision <60 Days)

None

BUSINESS RETENTION AND EXPANSION

MTD Business Visits	2020 YTD Business Visits	2020 Goal	% of Goal
7	12	135	9%

Company Visits

Urban Air
Luxottica
Pep Boys
BEHR

Rinker Materials
Ken's Foods
Whirlpool/Kenco Group

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 (February 2020)

- **Facebook**
 - We have a total of 10,041 followers.
 - The following were the top performing Facebook posts for the month:
 - Luxottica – Georgia Made Day at the Capitol (2K Reach)
 - Henry Community Career Expo (Several posts with combined reach of 2.8K Reach)
- **LinkedIn**
 - We gained 23 new connections this month and now we're up to 419 followers.
- **Twitter**
 - We are at 1,244 total followers. Our tweets earned 8.7K impressions during the month of February.
- **Blogs**
 - The blogs posted this month were *Cultivating Talent* and *Henry's Revving Up for NASCAR Weekend*.

Blogs and E-mail Marketing

	2019	2020 YTD	February 2020
Blogs Posts	23	3	2
Blog Page Views	3,819	284	126
E-mails	2,678	716	643

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	5,097	4,004	1:47	2,615	1.95	2,171	69.83%
February 2020	2,398	1,904	1:40	1,289	1.87	1,059	69.69%