

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

FEBRUARY 11, 2021

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on February 11, 2021 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton, Irvin Culpepper and David Crow. Board member Eddie Ausband participated by conference call. Also in attendance were Rod Meadows, Legal Counsel, Wanda Dallas and Sara Lithgow, Meadows, Macie & Sutton, P.C., Josh Fenn, Executive Director, Jamal Lewis, Director Business Development, Trisha Colpetzer, Manager, Established Industry and Terry Collins, Recording Secretary. 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. Fenn requested an Executive Session for the purpose of real estate matters. Mr. Crow then made a motion to approve the agenda and Mr. Linton seconded. The motion passed unanimously.

IV. APPROVAL OF MINUTES

Chairman Clements asked if everyone had reviewed the Minutes of January 7, 2021 and the Meeting Summary of the HCDA 2021 Planning Session Part II held January 7, 2021 and if there were any questions or comments. Hearing none, Mr. Linton made a motion to approve the Minutes and Meeting Summary. Mr. Culpepper seconded the motion and it passed unanimously.

V. STANDING REPORTS

INVOICES/FINANCIALS/CORPUS

Mr. Fenn reviewed the HCDA Consolidated Budget Statement ending Jan 31, 2021 and noted the monthly and year-to-date balances for the HCDA County budget and that it is at 49.1% for FY 2021. He also noted the monthly and year-to-date balances for the HCDA Corpus budget and that it is at 30.8% for FY 2021. Mr. Meadows pointed out the increase in the Corpus funds balance due to the bond fees collected in December 2020 and January 2021. Mr. Linton inquired as to the collection of the outstanding annual administrative fees. With no further discussion, Mr. Culpepper 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 January 2021 Marketing Report, a copy of which is attached to these Minutes. Mr. Fenn reported that staff is working diligently as project activity has increased in January 2021 with manufacturing coming back stronger and a surge in professional services.

Before turning the floor over to Mr. Lewis for the Marketing Report, Mr. Fenn noted that this is Mr. Lewis' last Board meeting before moving on to an exciting new opportunity with Georgia Tech. Mr. Fenn thanked Mr. Lewis for his hard work and contributions to the HCDA. Mr. Lewis noted that he is grateful for the opportunity to work for the HCDA and help bring some great companies to Henry County. He thanked HCDA Board members and staff and noted his appreciation for their leadership.

Mr. Lewis reported four new prospects were added in January 2021, and he reviewed the Target Industries list reflecting 20% Advanced Manufacturing, 60% Logistics, 20% professional Solutions and 20% Other. Mr. Lewis also reported great feedback on the newly refreshed HCDA website. He and Ms. Colpetzer plan to bring back in-house the Power Point template and email newsletter template. The funds that were needed for this will be re-allocated to the annual website hosting fee paid quarterly.

Ms. Colpetzer provided an update on Established Industry, reporting 19 business visits/check ins during January 2021. She also provided an update on Less Developed Census Tracts in Henry County followed by Board and staff discussion.

DISTRICT REPORTS

District 1, 2 and 4 – no report

District 3 – Mr. Ausband reported recent illness of District 3 Henry County Commissioner.

District 5 – Chairman Clements shared a video to introduce everyone to Smartsheet. Chairman Clements discussed that the HCDA is at a critical point in growth and that it is time for transformation in our efficiency and communication. He discussed that this software is an easy transition, not too costly, and would provide the HCDA Executive Director with necessary tools for continuity and efficiency. After further discussion, Chairman Clements plans to do further research and bring this back to the Board at the March 2021 Board meeting.

VI. OLD BUSINESS

No Old Business was discussed.

VII. NEW BUSINESS

Mr. Fenn discussed the contract with The Chason Group to fill the position being vacated by Mr. Lewis and the need for formal ratification of the contract. Mr. Fenn noted that staff is already moving forward with the process and will provide an update to the Board on Friday, February 12, 2021. Mr. Linton made a motion to ratify the execution of the contract with The Chason Group to fill the upcoming vacant position. Mr. Crow seconded and the motion passed unanimously.

Mr. Meadows reviewed the matter of Scannell transferring ownership of the Purple property to Granite and recommended a motion to ratify the execution of the documents necessary to complete the transfer. Mr. Culpepper made a motion to approve. Mr. Linton seconded the motion and it passed unanimously.

Mr. Meadows reviewed additional documents necessary for the Project Boss/Home Depot deal. He recommended a motion to ratify the execution of the documents necessary for the Scannell Real Estate/Project Boss deal. Mr. Culpepper made a motion to approve and Mr. Crow seconded. The motion passed unanimously.

Mr. Meadows reviewed and recommended a motion to ratify execution of documents necessary for utility easement to Central GA EMC for Scannell/Love's deal. Mr. Linton made a motion to approve and Mr. Culpepper seconded. The motion passed unanimously. Chairman Clements thanked Mr. Crow and Ms. Lithgow for their diligence in completing the signing of the documents.

VIII. LEGAL MATTERS

Mr. Meadows reviewed that he is presenting for Board consideration the adoption of a Bond Resolution and related documents for Fairview Terrace project. Mr. Culpepper stated that having first ascertained that there are no conflicts of interest, he made a motion that the HCDA adopt the Bond Resolution, and additional related documents regarding the Fairview Terrace Project, 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. Culpepper 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. Linton seconded the motion and it passed unanimously.

Mr. Meadows explained that the Fairview Terrace Project requires a TEFRA Hearing which will take place today at the Henry County Chamber of Commerce at 11:00 a.m. at which he will serve as the hearing officer. He explained that a motion would be needed to authorize this. Mr. Culpepper made a motion authorizing Mr. Meadows to serve as the hearing officers for the TEFRA Hearing for the Fairview Terrace Project. Mr. Crow seconded and the motion passed unanimously.

Mr. Meadows further explained that an informational report of the TEFRA Hearing will be provided to the HCBOC and a resolution for the issuance of the revenue notes for the Fairview Terrace project is scheduled for their approval on Tuesday, February 16, 2021. Mr. Meadows reported that the matter has been advertised in the Henry Herald and that District 5 Commissioner has requested it be placed on the consent agenda. Bond counsel will be standing by during the meeting should questions be raised.

Mr. Meadows reviewed information sent to the Board via email on proposed legislations Georgia Senate Bill 22. He noted that as a constitutional authority, it is unlikely there would be any effect on the HCDA if passed.

Mr. Meadows reported that Project Purple has closed.

IX. EXECUTIVE SESSION

Mr. Crow made a motion to enter into Executive Session for the purpose of Real Estate matters. Mr. Linton seconded and the motion passed unanimously.

EXECUTIVE SESSION

RETURN TO OPEN SESSION


Chairman Clements proposed that he will work together with Mr. Lewis and Ms. Colpetzer to bring more information on Smartsheet before the Board. Mr. Meadows presented a congratulatory gift to Mr. Fenn, and Chairman Clements presented a congratulatory plaque to Mr. Fenn recognizing his recent accomplishment as being named 2021 Top 50 Economic Developers in North America by Consultant Connect.

X. ADJOURN

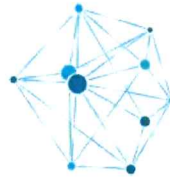
At 9:25 a.m., Mr. Culpepper made a motion to adjourn and Mr. Crow seconded the motion. The motion passed unanimously.



Terry Collins, Recording Secretary



Pierre Clements, Chairman



HenryCOUNTY
DEVELOPMENT AUTHORITY

HCDA JANUARY 2021 MARKETING REPORT

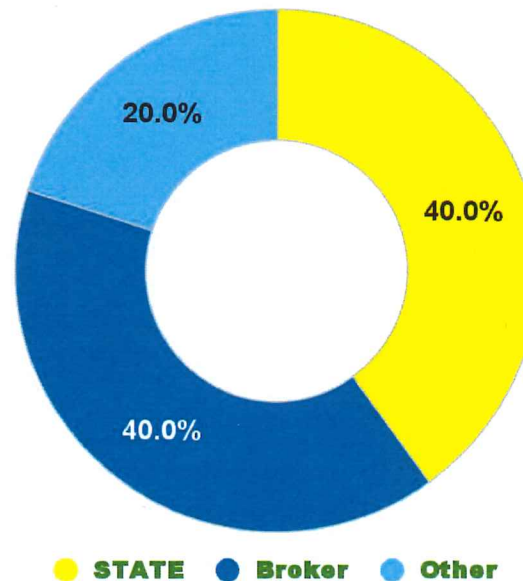
2021 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

# of Projects	Capital Investment	# of Jobs
0	\$0	0

PROSPECT DEVELOPMENT

January 2021 Prospects	2021 New Prospects	2021 Goal	% of Goal
4	4	45	8%

2021 New Prospect Source



4 new projects were added in January.

TARGET INDUSTRIES



Hot Projects (Critical Decision <60 Days)

BUSINESS RETENTION AND EXPANSION

January 2021 Business Visits/Check Ins	2021 YTD Business Visits (virtual and in person)	2021 Goal	% of Goal
19	19	135	14%

Company Visits

Alpla	Ford Parts & Distribution	Purple
Bennett	GFA	Sangsin
CEVA	Inline Plastics Corporation	Summit Racing Equipment
Clark Dietrich	Ken's Foods	U.S. Cold Storage
Crayex Corporation	Medline Industries	XPO Logistics – Midland
De Wafelbakkers	Nestle USA Inc.	
Ferrero	Phillips Van Heusen	

MARKETING MISSIONS, EVENTS, MEETINGS & TRAINING (TENTATIVE)

<u>Month</u>	<u>Event</u>	<u>Location</u>
Monthly	Georgia Economic Developers Association	Atlanta, GA
Monthly	NAIOP	Atlanta, GA
Quarterly	SIOR	Atlanta, GA
Quarterly	Metro Atlanta Chamber Economic Development Roundtables	Atlanta, GA

DIGITAL MARKETING

Social Media (January 2021)

- **Facebook**
 - We have 37 new followers and 36 new page likes.
 - The following were the most engaging Facebook posts for the month:
 - 2020 Was a Record Breaking Year (1.3k Reach)
 - Piedmont Henry Opens One of the State's First Infusion Centers (457 Reach)
 - HCDA Director Named Top 50 Economic Developer (441)
- **LinkedIn**
 - We gained 14 new connections this month and now we're up to 553 followers.
- **Twitter**
 - Our tweets earned 1,686 impressions during the month of January.

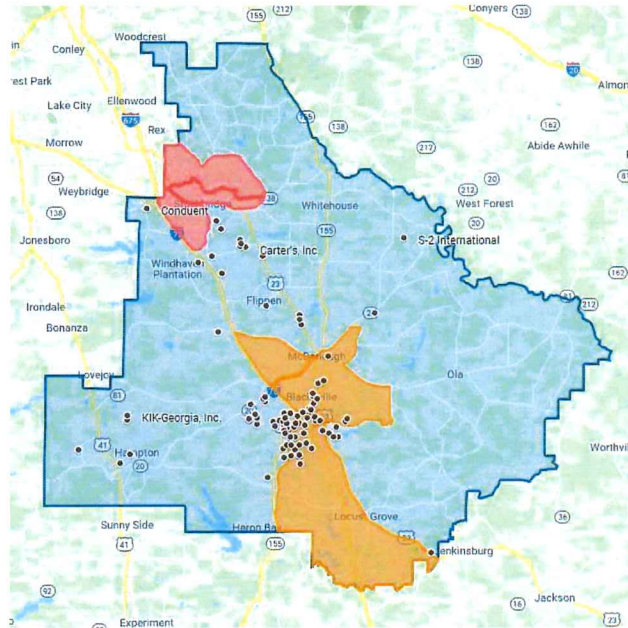
Website

	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	32,048	26,694	1:34	16,883	1.90	13,870	73.67%
2021 YTD	4,825	4,003	1:48	3,114	1.55	2,741	79.13%
January 2021	4,825	4,003	1:48	3,114	1.55	2,741	79.13%

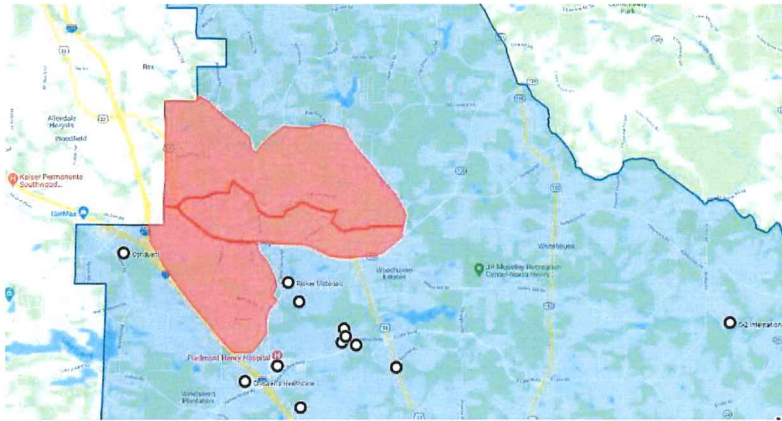
Mass Communication

Communication	Date Sent	Audience	Recurrence
HCS - Schedule Update	1.5.2021	All EI	-
Loss of LDCT Notification, Notice to File NOI - 1/X	1.11.2021	LDCT 2021 - Impacted	Annual
Freeport Exemption Reminder - 1/X	1.19.2021	All EI	Annual
HCS - Schedule Update	1.21.2021	All EI	-
Newsletter	1.22.2021	All EI	-
• Freeport Exemption Reminder - 2/X	-	-	Annual
• Com. Engagement Opp. - Boys & Girls Club	-	-	-
• Com. Engagement Opp. - HC Transit Master Plan	-	-	-
• Ed. Opp. - Clayton State - Exec. Cert. in Leadership	-	-	-
• Ed. Opp. - GA Tech - Food Safety Cohort Program	-	-	-
Webinar - HCSS Update for EI	2.5.2021	All EI	-

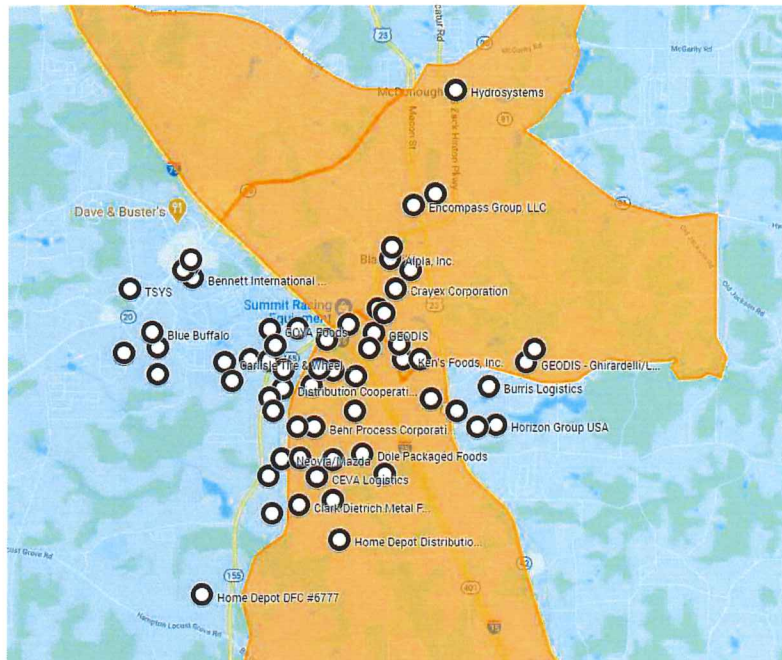
Less Developed Census Tracts (LDCT)



2020 LDCTs – 701.06, 701.11, 701.13, 703.04, 703.11, 704.04 (indicated in red and orange)



2021 LDCTs - 701.06, 701.11, 701.13 (indicated in red)



Impacted by loss of LDCT - 703.04, 703.11, 704.04 (indicated in orange) - Total of 37