

## **HENRY COUNTY DEVELOPMENT AUTHORITY**

### **MEETING MINUTES**

**MAY 6, 2021**

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

A meeting of the Henry County Development Authority (HCDA) was held on May 6, 2021 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton, David Crow, and Irvin Culpepper. Board member Eddie Ausband participated by conference call. Also, in attendance were Rod Meadows, Legal Counsel, and Sara Lithgow, Meadows, Macie & Sutton, P.C., Josh Fenn, Executive Director, Trisha Colpetzer, Manager, Established Industry and Terry Collins, Recording Secretary. One guest in attendance, Sanetra Miller. At 8:14 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 and personnel matters. Mr. Linton made a motion to approve the agenda as amended and Mr. Culpepper seconded. The motion passed unanimously.

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

Chairman Clements asked if everyone had reviewed the Minutes of April 1, 2021 and if there were any questions or comments. Hearing none, Mr. Crow made a motion to approve the Minutes and Mr. Culpepper seconded. The motion passed unanimously.

#### **V. STANDING REPORTS**

##### **INVOICES/FINANCIALS/CORPUS**

Mr. Fenn reviewed the HCDA Consolidated Budget Statement ending April 30, 2021 and noted the monthly and year-to-date balances for the HCDA County budget and that it is at 70.3% for FY 2021. He also noted the monthly and year-to-date balances for the HCDA Corpus budget and that it is at 38% for FY 2021. Mr. Fenn offered to answer any questions from the Board. Hearing none, Mr. Culpepper made a motion to approve the Invoices, Financials and Corpus reports as presented. Mr. Linton seconded, and the motion passed unanimously.

## STAFF REPORT

Board members were provided with an April 2021 Marketing Report, a copy of which is attached to these Minutes. Mr. Fenn reported 4 new projects with 246 jobs announced YTD and 3 new prospects in April 2021. He also reported that Advanced Manufacturing continues to lead the 2021 Target Industries at 55%. For information, Mr. Fenn shared that comments and questions have been received regarding labor and unemployment. He noted that the Authority has been assisting with job fairs and reported that only 30 people attended the most recent event. Mr. Fenn and Board members discussed that unemployment may be putting a strain on industry projects and construction prices and is affecting businesses due to staff shortages. It was noted that in hearing from other colleagues, this issue is state and metro wide. How the HCDA can assist partners with these challenges was also discussed.

Mr. Fenn reported that the Authority has sponsored the State of the County – Henry Address on May 20, 2021. The sponsorship includes a table for 6 in-person attendees and 4 virtual attendees. Staff will send an email to the Board to check availability to attend.

Ms. Colpetzer reported heavy contact with established industries noting 18 business visits during April 2021 and 60 business visits YTD. She also reported plans for a resources webinar and increasing outreach and engagement on digital marketing. Ms. Colpetzer noted plans are in the works to partner with Georgia Department of Labor for a larger job fair to be held in Fall 2021. She shared that the Authority will have an extern from the education system in June 2021, and plans are in the works to host a work/study student. Chairman Clements discussed recent or near future graduates from Henry County Schools and if industries may be looking for interns. Board members and staff discussed how the HCDA can promote this and reach out to local industries. Mr. Meadows commended Ms. Colpetzer for a video she posted on the Authority's social media page on Earth Day, April 22, 2021.

## DISTRICT REPORTS

District 1, 3, 4 and 5: no report

District 2: Mr. Linton reported details for a golf tournament to be held at Crystal Lake Country Club on May 22, 2021 to benefit the Council on Aging.

## VI. OLD BUSINESS

No old business was discussed.

## VII. NEW BUSINESS

No new business was discussed.

## VIII. EXECUTIVE SESSION

Chairman Clements accepted a motion to move to Executive Session for the purpose of Real Estate and Personnel discussions. Mr. Crow made a motion and Mr. Culpepper seconded. The motion passed unanimously. Staff was excused.

**EXECUTIVE SESSION**

**RETURN TO REGULAR SESSION**

**IX. LEGAL MATTERS**

Mr. Meadows reviewed that the Board will make a motion to adopt the Inducement Resolutions for the bonds for Project Bionic – 1) Real Estate bond for PNK and 2) Equipment bond for the Company. Mr. Culpepper stated that having first ascertained that there are no undisclosed conflicts of interest, he moved that the HCDA adopt the Inducement Resolutions and Memorandums of Agreement (MOA) and related documents for Project Bionic Real Estate bond and also for Project Bionic Equipment bond, 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. Crow seconded the motion and it passed unanimously.

Mr. Fenn requested Board approval to move forward with working with Counsel to draft a contract with Terry Collins to assist with training of her replacement after her departure from Henry County.

Prior to adjourning the meeting, Chairman Clements spoke and presented a retirement award to Terry Collins for her service to the Development Authority and to Henry County.

**X. ADJOURN**

At 9:20 a.m., Mr. Culpepper made a motion to adjourn and Mr. Linton seconded. The motion passed unanimously.

  
Sanetra Miller, Recording Secretary

  
Pierre Clements, Chairman

## HCDA MAY 2021 MARKETING REPORT

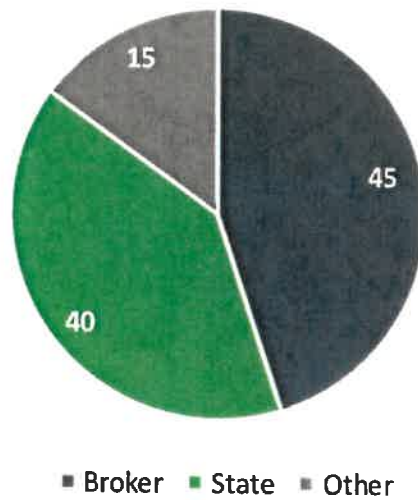
### 2021 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

| # of Projects | Capital Investment | # of Jobs |
|---------------|--------------------|-----------|
| 4             | \$92.42M           | 246       |

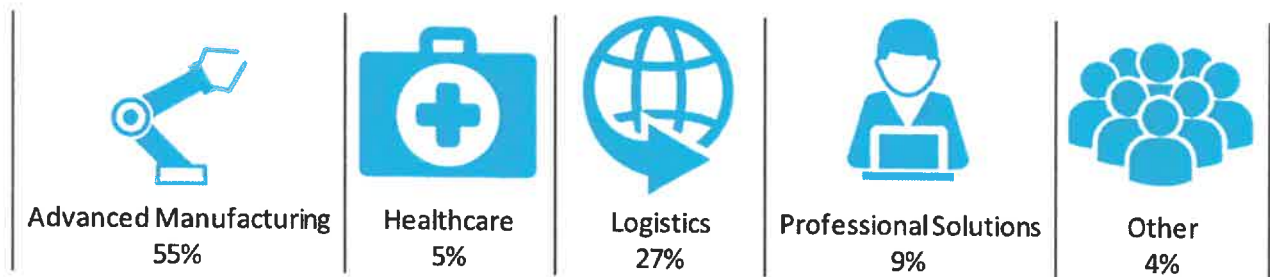
### PROSPECT DEVELOPMENT

| May 2021 Prospects | 2021 New Prospects | 2021 Goal | % of Goal |
|--------------------|--------------------|-----------|-----------|
| 2                  | 22                 | 45        | 49%       |

### 2021 New Prospect Source



### 2021 TARGET INDUSTRIES



### 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     |

## BUSINESS RETENSION AND EXPANSION

| May 2021 Business Visits | 2021 YTD Business Visits (virtual and in person) | 2021 Goal | % of Goal |
|--------------------------|--|-----------|-----------|
| 9                        | 69   | 135       | 51.11     |

### Company Visits

|                    |                          |                |
|--------------------|--------------------------|----------------|
| Crayex Corporation | GA Power Customer Center | Piedmont Henry |
| Dole               | Helga                    | Purple         |
| Feit               | Kens                     | Zinus          |

## DIGITAL MARKETING

### Facebook

- 10,351 Followers
- 9,938 Page Likes
- 4,505 Post Reach (97% increase over prior month)
- 463 Post Engagement

### LinkedIn

- 619 Followers
- 1.8K Impressions

### Twitter

- 1,274 Followers
- 102 Profile Visits
- 894 Impressions

### Website

- 1,057 Users
  - 1,020 New Visitors (90.2%), 37 Returning Visitors (9.8%)
- Organic Search (44.2%), Social (34.7%), Direct (20.6%), Referral (0.5%)
- 3.11 Pages/Session
- 3.58% Bounce Rate (66.4% decrease over prior month – lower bounce rate is better, this is excellent)

### Mass Communication

| Communication                                     | Date Sent        | Audience      | Recurrence |
|---|------------------|---------------|------------|
| <b>Newsletter</b>                                 | <b>5.11.2021</b> | <b>All EI</b> | <b>-</b>   |
| • Ed. Opp. - Atl MBDA Business Recovery Session   | -                | -             | -          |
| • Ed. Opp. - GA Tech - Free Food Industry Webinar | -                | -             | -          |
| • General - HCDA Worksource Resources Webinar     | -                | -             | -          |
| • General - Go Global Georgia                     | -                | -             | -          |
| <b>Newsletter</b>                                 | <b>5.25.2021</b> | <b>All EI</b> | <b>-</b>   |
| • Ed. Opp. - SCTC - Six Sigma Green Belt Training | -                | -             | -          |
| • Ed. Opp. - Workplace Safety Webinar             | -                | -             | -          |
| • Assist - Hiring Events                          | -                | -             | -          |
| • General - Purple - Truckers Discount            | -                | -             | -          |