

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

June 3, 2021

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on June 3, 2021 at 125 Westridge Industrial Blvd., McDonough, Georgia. Board members present were Pierre Clements, David Linton, David Crow, Irvin Culpepper, Eddie Ausband and Charles Marshall. 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 Sanetra Miller, Recording Secretary. One guest in attendance, Don Dunlap. At 8:07 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 legal matters. Mr. Ausband made a motion to approve the agenda as stated and Mr. Linton seconded. The motion passed unanimously.

IV. APPROVAL OF MINUTES

Chairman Clements asked if everyone had reviewed the Minutes of June 3, 2021 and if there were any questions or comments. Hearing none, Mr. Linton 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 May 31, 2021 and noted the monthly and year-to-date balances for the HCDA County budget and that it is at 76.9% for FY 2021. He also noted the monthly and year-to-date balances for the HCDA Corpus budget and that it is at 39.6% 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. Ausband seconded, and the motion passed unanimously.

STAFF REPORT

Mr. Fenn started the staff report by welcoming and introducing Mr. Don Dunlap and Mr. Charles Marshall. Mr. Dunlap is a second time intern who will be assisting with special projects. Mr. Marshall is the new board member for Henry County Development Authority. Mr. Fenn thanked everyone for their attendance at the Ken's Food groundbreaking event. On August 4th, 2021 at 10am will be the ribbon cutting for Purple. This event will be invite only due to safety and space. Board members were provided with a May 2021 Marketing Report, a copy of which is attached to these Minutes. Mr. Fenn reported 4 new projects with 246 jobs announced YTD and 2 new prospects in May 2021. He also reported that Advanced Manufacturing continues to lead the 2021 Target Industries at 55%. For information, Mr. Fenn shared that they are trying to get information sent out to different establishments. Mr. Fenn made note that Ms. Colpetzer posted the first workforce establishment with different agencies and received great responses.

DISTRICT REPORTS

District 1, 3, 4 and 5: no report

District 2: Mr. Linton reported that the golf tournament at Crystal Lake Club was a great success. A thousand dollar donation was made that will benefit the seniors

VI. OLD BUSINESS

No old business was discussed.

VII. NEW BUSINESS

(Approval of Corpus Budget) Board members were provided a draft Corpus budget for FY 2022. Mr. Fenn reviewed necessary increases of 25% As previously reviewed with himself, Mr. Crow and Mr. Culpepper. After review and discussion, the board made a motion to approve the budget. Mr. Culpepper made a motion to approve the FY 2022 HCDA Corpus budget as presented. Mr. Linton second in the motion and it passed unanimously.

Ms. Colpetzer reported details on the SCB TV contract for Made in Henry. Ms. Colpetzer referenced to how this will lead to providing much needed media content in a timely manner. SCB will produce four (4) edited 60 second video that include video b-roll content, drone footage, and 2 company interviews, SCB will provide all b-roll footage and interview content color corrected and stabilized and all shoots will have a two camera setup and all equipment needed for the project. Ms. Colpetzer asked staff did they have any questions. Hearing none, Mr. Culpepper made a motion to approve contract and Mr. Crow seconded, and the motion passed unanimously.

VIII. EXECUTIVE SESSION

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

EXECUTIVE SESSION

RETURN TO REGULAR SESSION

Guest returned to meeting

IX. LEGAL MATTERS

Project Bionic – 1) Real Estate bond for Project Bionic and 2) Equipment bond for the Company. Mr. Ausband stated that having first ascertained that there are no conflicts of interest, he moved that the HCDA adopt the Bond Resolution and additional related documents regarding the Project Bionic's Real Estate 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. Ausband further move 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. Culpepper second and the motion passed unanimously.

Project Bionic- 2) Personal Property /Equipment Bond for the company. Mr. Culpepper stated that having first ascertained that there are no conflicts of interest, he moved that the HCDA adopt the Bond Resolution and additional related documents regarding the Project Bionic's Personal Property/Equipment, 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 move that the Officers of the Authority be granted the right and responsibility to execute such documents as are necessary or convenient in connection with the 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 second and the motion passed unanimously.

A handwritten signature in blue ink that reads "Sanetra Miller". The signature is written in a cursive style with a large initial 'S'.

Sanetra Miller, Recording Secretary

A handwritten signature in blue ink that reads "Pierre Clements". The signature is written in a cursive style with a large initial 'P'. A horizontal line is drawn across the signature.

Pierre Clements, Chairman

HCDA JUNE 2021 MARKETING REPORT

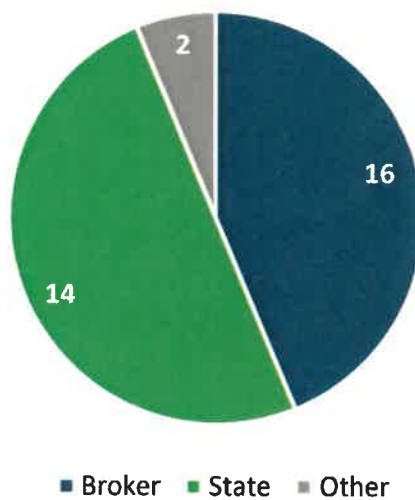
2021 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

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

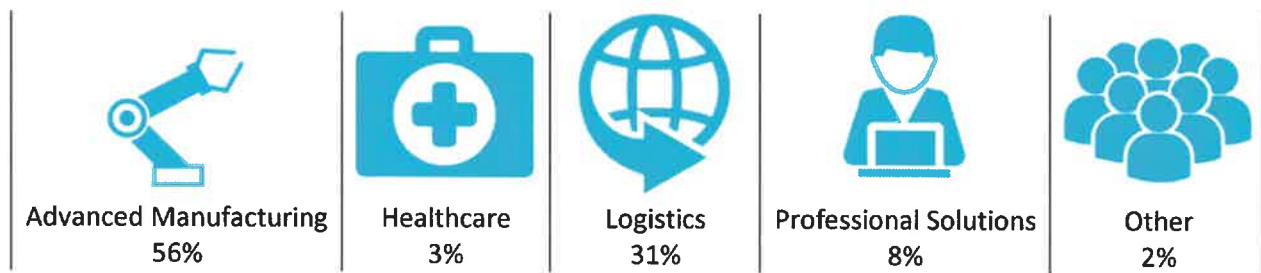
PROSPECT DEVELOPMENT

June 2021 Prospects	2021 Total New Prospects	2021 Goal	% of Goal
10	32	45	71%

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

June 2021 Business Visits	2021 YTD Business Visits (virtual and in person)	2021 Goal	% of Goal
11	80	135	59.26

Company Visits

Carter's	Incora	S&S Activewear
De Wafelbakkers	Kens	Toppan
GA Crown	Piedmont Henry	Zinus
Hegla	Purple	

DIGITAL MARKETING

Facebook

- 10,362 Followers
- 9,933 Page Likes
- 3,745 Post Reach
- 1,139 Post Engagement (134% increase over prior month)

LinkedIn

- 637 Followers
- 2.2K Impressions (21% increase over prior month)

Twitter

- 1,274 Followers
- 412 Profile Visits (300% increase over prior month)
- 3,036 Impressions (290.7% increase over prior month)

Website

- 1,226 Users
 - 1,187 New Visitors (88.8%), 149 Returning Visitors (11.2%)
- Organic Search (58.5%), Social (14.3%), Direct (24.9%), Referral (2.2%)
- 3.35 Pages/Session
- 3.41% Bounce Rate

Mass Communication

Communication	Date Sent	Audience	Recurrence
Newsletter	6.8.2021	All EI	-
• Ed. Opp. – SBDC Programs	-	-	-
• Ed. Opp. – GA Tech – Free Food Industry Webinar	-	-	-
• General – AMS Laps for Dad	-	-	-
• General – Update from Henry County Schools	-	-	-
Newsletter	6.22.2021	All EI	-
• Ed. Opp. – SCTC – Professional Development Programs	-	-	-
• Ed. Opp. – SBDC Programs	-	-	-
• Assist – Hiring Events	-	-	-
• General – Quaker State 400	-	-	-