

HENRY COUNTY DEVELOPMENT AUTHORITY

MEETING MINUTES

September 2nd, 2021

I. CALL TO ORDER

A meeting of the Henry County Development Authority (HCDA) was held on September 2nd, 2021 at 125 Westridge Industrial Blvd., McDonough, Georgia in the John B Lee Conference Room. 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, Stephen Morris, and Cindy Rice Meadows, Macie & Sutton, P.C., Josh Fenn, Executive Director, and Sanetra Miller, Recording Secretary. At 8:09 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. Linton made a motion to approve the agenda as revised by Mr. Fenn's request and Mr. Crow seconded. The motion passed unanimously.

IV. APPROVAL OF MINUTES

Chairman Clements asked if everyone had reviewed the Minutes of August 5th, 2021 and August 19th, 2021 Called Meeting and if there were any questions or comments. Hearing none, Mr. Culpepper made a motion to approve both sets of minutes and Mr. Crow seconded. The motion passed unanimously.

V. STANDING REPORTS

INVOICES/FINANCIALS/CORPUS

Mr. Fenn reviewed the HCDA Consolidated Budget Statement ending August 31, 2021 and noted the monthly and year-to-date balances for the HCDA County budget and that it is at 12.3% for FY 2021. He also noted the monthly and year-to-date balances for the HCDA Corpus budget and that it is at 3.6% 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. Linton seconded, and the motion passed unanimously.

STAFF REPORT

Mr. Fenn started the staff report by advising the board of the Stockbridge City Council retreat that is scheduled for September 17th at 9am. Members of the Authority have been invited to participate virtually.

Board members were provided with an August 2021 Marketing Report, a copy of which is attached to these Minutes. Mr. Fenn reported 7 new projects with 1,066 jobs announced YTD and 6 new prospects in August 2021. He also reported that Advanced Manufacturing continues to lead the 2021 Target Industries at 62%. Mr. Fenn noted that project activity is coming along very well. Mr. Fenn also advised the staff to anticipate several bills that will determine what Development Authorities can do. Mr. Fenn further advised the staff of ongoing transition between bank.

On behalf of Ms. Colpetzer, Mr. Fenn reported that Logistics are an issue that is a common theme among all the industries. Issues with schools and childcare is a hinder on the workforce.

DISTRICT REPORTS

District 1,3, and 4: no report

D2: In the process of setting up meetings with different subdivisions to keep them abreast of what is going on the community pertaining to road, lights and recreational work.

District 5: Commissioner Holmes was appointed by NACO and the Economic Sub Committee.

Charles Marshall: Spoke with Chair Harrell in reference to what is the strategy for bringing in different types of businesses outside of manufacturing.

VI. OLD BUSINESS

No old business discussed

VII. NEW BUSINESS

Mr. Clements accepted a motion to approve the Henry County Chamber of Commerce Annual Golf Tournament. Mr. Culpepper made a motion and Mr. Crow seconded. The motion passed unanimously.

Mr. Clements accepted a motion to approve the Allen-Smith REBA Grant Consulting Contract. Mr. Linton made a motion and Mr. Culpepper seconded. 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 matters. Mr. Crow made a motion and Mr. Culpepper seconded. The motion passed unanimously.

EXECUTIVE SESSION

RETURN TO OPEN SESSION

IX. LEGAL MATTERS

- 1.) Mr. Meadows conducted the second reading for the 2021 Bylaws and asked the board for approval. Mr. Clements accepted a motion to approve. Mr. Culpepper made a motion and Mr. Crow Seconded. The motion passed unanimously.

- 2.) Mr. Meadows asked the board for consideration of proposed resolution regarding policy for Inducement Multi-Family Housing Projects only upon request of Governing entities and asked the board for approval. Mr. Clements accepted a motion to approve. Mr. Linton made the motion and Mr. Culpepper seconded. The motion passed unanimously.

- 3.) Mr. Meadows proposed a resolution to authorize the assignment of Medline bond for title to a related entity and asked the board for approval. Mr. Clements accepted a motion to approve. Mr. Crow made a motion and Mr. Culpepper seconded. The motion passed unanimously.

X. ADJOURN

At 9:37 a.m., Mr. Crow made a motion to adjourn and Mr. Culpepper seconded. The motion passed unanimously.



Sanetra Miller, Recording Secretary



Pierre Clements, Chairman

HCDA SEPTEMBER 2021 MARKETING REPORT

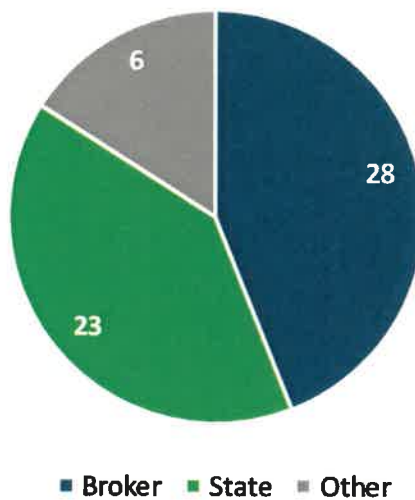
2021 RESULTS YTD– ANNOUNCED/CLOSED PROJECTS

# of Projects	Capital Investment	# of Jobs
10	\$174.57M	1,992

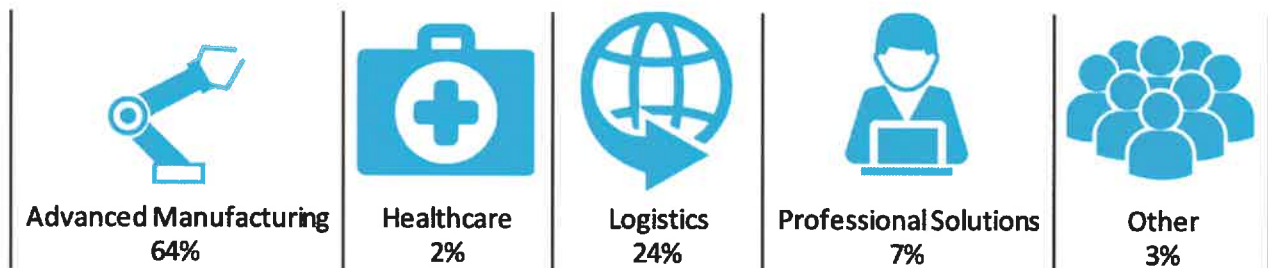
PROSPECT DEVELOPMENT

September 2021 Prospects	2021 Total New Prospects	2021 Goal	% of Goal
8	57	45	127%

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

September 2021 Business Visits	2021 YTD Business Visits	2021 Goal	% of Goal
15	118	135	87.41

Company Visits

Alpla	GA Power	Piedmont Henry
Carters	Geodis	S&S Activewear
De Wafelbakkers	Goodyear Aviation	Tory Burch
Disco	Home Depot	U.S. Cold
Ecolab	Inline Plastic	Zinus

DIGITAL MARKETING

Facebook

- 9,982 Followers
- 9,915 Page Likes
- 15,095 Post Reach (369% increase over prior month)
- 2,005 Post Engagement (299% increase over prior month)

LinkedIn

- 719 Followers
- 3.1K Impressions

Twitter

- 1,278 Followers
- 130 Profile Visits
- 3,432 Impressions

Website

- 1,010 Users
 - 965 New Visitors (89.9%), 108 Returning Visitors (10.1%)
- Organic Search (55.1%), Social (0.9%), Direct (41%), Referral (2.9%)
- 6.28% Bounce Rate
- 3.23 Pages/Session
- 1:02 Average Session Duration
 - Average Session Duration across all industries for 2021 is 4:41
Ours is extremely low...

Mass Communication

Communication	Date Sent	Audience	Recurrence
Newsletter	9.14.2021	All EI	-
● Ed. Opp. – GA Tech – Webinars: Technology, Manufacturing	-	-	-
● Ed. Opp. – SCTC – Industrial Electrical Controls	-	-	-
● General – National Food Safety Month Information	-	-	-
Newsletter	9.28.2021	All EI	-
● Ed. Opp. – GA Tech – Supply Chain Fundamentals Course	-	-	-
● Ed. Opp. – SCTC – Leadership Series Classes	-	-	-
● General – Georgia Commute Options Overview	-	-	-
● General – State of Georgia Logistics Snapshot	-	-	-