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Kevin Brown
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Matt Poyner
Executive Director

Board of Directors Called Meeting Minutes - DRAFT

The Development Authority of the
City of Milledgeville and Baldwin County

Date of Meeting: April 30, 2018

Members Present: Tyrone Evans, Quentin T. Howell (8:16am), Sharon Seymour,
Greg Tyson, Ed Walker, Derek Williams, Cheryl Crumbley

Members Absent: Karen Rowell, Dr. Noris Price

Staff: Matt Poyner, Amy Davis

Counsel: Kevin Brown

Others: Greg Barnes (8:14am), Steve Chambers, Billy Hobbs

With a quorum present at the meeting, Chairman Ed Walker called to order the Called Board Meeting of the Development Authority of the City of Milledgeville and Baldwin County (DAMBC) at 8:03 a.m. on April 30, 2018 in the board room of the Economic Development Center.

Prior to proceeding with agenda items, Chairman Ed Walker noted a modification to be made. Presentation of the Executive Director report would be added to the agenda.

I. Minutes

Minutes from the prior board meeting, held March 26, 2018, were reviewed by the board. Chairman Ed Walker opened the floor for discussion. Being no questions or discussion, a motion was made by Derek Williams, 2nd by Tyrone Evans, to approve the prior board meeting minutes as presented. The Board voted in favor, none opposed, motion passed.

II. Financial Report

Treasurer Greg Tyson gave the financial status report as of April 25, 2018. Deposit account balances, loan balances, Sibley-Smith Industrial Park bond, and SPLOST overview were reviewed. There is no SPLOST activity since the previous meeting and review. The Sibley-Smith Industrial Park Bond interest payment will be made on May 1st, 2018.

The P&L statement reflects being at about 87% of Q3 budget and almost 75% of FY2018 YTD budget. Mr. Tyson noted a check in the amount of \$500 payable to

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MGEA was not deposited and the check was cancelled and general funds account reflects the credit back. There being no questions or further discussion, a motion was made by Tyrone Evans, 2nd by Sharon Seymour to accept the financial report as presented. All voted in favor, none opposed, motion carries.

III. Executive Director Report

Existing Industry:

- Made a total of 12 industry visits during the months of March & April & identified five opportunities for expansions. Met new StraPack Plant Manager who has been in Milledgeville two months and working to coordinate a meeting with local partners to provide assistance to him and his company. E.D. Poyner reports an increase of activity for growth, possibly due to federal tax cuts. Phase II covenants have been disbursed and two companies have returned the agreement signed. A one-page reference sheet for resource contacts has been created to distribute to existing industries.
- Downtown business ABSII is expanding due to location and ability to recruit talent to the area. Many employees are physics majors and ABSII has stated location downtown has helped recruit staff. Success story for community and for Downtown Development Authority.
- Held first Manufacturing Association Meeting. Very positive feedback from industries that were present. Will set up another meeting next quarter. Key takeaway was recruiting assistance for skilled labor. Will work with CVB, Chamber, and DDA to create a video that can be used to market the community. Also received buy-in to start video process of local businesses to market on our website.
- DNR is posted on both industrial properties and are making efforts to get poachers off. The renter on the Sibley-Smith property has been keeping eyes on and coordinating with DNR to catch persons identified on the property.

MARCH 2018 – OTHER EXECUTIVE DIRECTOR ACTIVITIES

Existing Industry Assistance

- 1 Working with Z&S to work on City water issues
- 2 Coordination with Vernay on real estate
- 3 Mohawk workforce discussion
- 4 BattlBox security gate

Existing Industry Notes

- 1 Sent out update to EI Association re: Industrial Park Association
- 2 Sent follow up email to Triumph re: GDOT entrance work

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- 3 Phase II Covenants are being distributed to SR22 members
- 4 Meeting with Mohawk set up (4.4.18)
- 5 Revised EI "cheat sheet" completed

PROJECT ACTIVITY

New Projects

- 1 Project Name Redacted \$150MM / 150 jobs SS Property
- 2 Project Name Redacted \$130MM / 480 jobs Rheem

Project Visits

- 1 Project Name Redacted Project Team 3.14.2018

MARKETING ACTIVITIES

3.14.18 - Amy has completed consultant database

OTHER ACTIVITIES

- 3.16.18 - Served as mock interviewer for Youth Challenge Academy cadets
- 3.22.18 - Attended BOE Next Generation planning session
- 3.26.18 - Attended STEAM Advisory meeting
- 3.27.18 - Attended Georgia Film Industry presentation in Macon
- 3.27.18 - Attended Small Business discussion at Chamber
- Ongoing - Work to update RFI master list of questions

APRIL EXECUTIVE DIRECTOR ACTIVITIES

Existing Industry Assistance

- 1 4.4.18 - Workforce discussion with Mohawk
- 2 4.6.18 - Outreach to Vernay for meeting with GDEcD
- 3 4.20.18 - Workforce assistance for StraPack

Existing Industry Notes

- 1 BASF - Workforce discussions
- 2 4.19.18 - Mfg. Meeting - Assist with Recruitment Video

PROJECT ACTIVITY

New Projects

- 1 Project Name Redacted 2,000 ac Weyerhaeuser
- 2 Project Name Redacted Lease Option-Parcel 1
- 3 Project Name Redacted \$150MM / 250 jobs Sibley-Smith
- 4 Project Name Redacted ?? Rheem

Dropped Projects

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1	Project Name Redacted	Looking in S. GA
2	Project Name Redacted	Building not suitable
3	Project Name Redacted	Land not suitable/lowland areas

MARKETING/RECRUITMENT ACTIVITIES

- 4.11.18 - Phone call with Justin Thompson about SLP services
- 4.13.18 - Conference Call discussing Project Name Redacted
- 4.19.18 - Met with DAJC to discuss marketing partnership with FLRDA
- 4.24.18 - Community tour with Future IQ consultants

OTHER ACTIVITIES

- 4.9.18-4.10.18 - Area Development Conference in Atlanta – E.D. Poyner was the only attendee from the state of GA & got valuable feedback on RFI completion.
- 4.11.18 - Conference Call with Rob Michaud with Advantage Capital re: industrial money for expansions
- 4.13.18 - Visited Augusta to see Career Academy and TechTron operations for students – efforts to mirror something similar in the partnership with Mohawk in this community.
- 4.16.18 - BOE Strategic Planning Session (FNGL)
- 4.17.18 - Consortium Board Meeting (Gray)
- 4.17.18 - Quarterly Update to County Commissioners
- 4.23.18 - GA Partnership for Excellence in Education Meeting (Macon)
- 4.23.18 - Introductory meeting with Future IQ consultants (Macon)
- 4.24.18 - Quarterly Update to City Council

REAL ESTATE

- 4.2.18 - Conversation with US Corps, additional issues to address
- 4.11.18 - FLRDA - Discussion with BlackWater Group, Inc. re: cell phone tower on FLRDA property
- 4.11.18 - DNR update on SR22 property and poaching and trespassing activities
- 4.17.18 - Met with Southern Pipe, busted culvert to driveway & coordination with City
- 4.26.18 - Meeting with CSHLRDA and Alterra regarding broadband options at SSIP - CSHLRDA is undertaking efforts to become a hub of broadband activities on their properties. CSHLRDA has requested the DAMBC to pay \$55K to run broadband services to the Sibley Smith property & about \$96K for the Fall Line Freeway. The CSHLRDA intent is for a data center in the Powell building & uploaded data to be stored locally. The CSHLRDA proposed there could be 50/50 revenue from "franchise fee" for companies in the industrial park.

Ed Walker asked about how demand for bandwidth specifics could impact the available support requirements, with noted concern about whether the broadband services would meet the needs of the end user. Derek Williams stated his agreement with Ed Walker's conclusion of the cost for DAMBC involvement, plus the unknown details of the project could be something without enough certainty for the DAMBC to commit significant funds to development of the project.

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Fall Line Regional Development Authority (FLRDA):

- Working with a company that wants to install a cell tower on part of FLRDA property, could be an opportunity to generate income on a piece of the property which would be challenging to develop. FLRDA has negotiated a price for the agreement and now are waiting to see what may happen.

Upcoming Events:

- May 1 – GCSU Marketing Presentations
- May 7-9 – IAMC (Savannah)
- May 9-11 – GEDA (Jekyll Island)
- May 15 – Mohawk workforce meeting
- May 17 – BOE Community Forum
- May 28 – Cancelled Board Meeting

Items Discussed:

- Georgia Tech Economic Impact Analysis (pp 18-19) – Refer to page 19 for results. Feasibility Study was not positive and am working with GCSU to run a separate report that looks at other angles of investment.
- Site Selection Group Updated National Community Ranking (pp 20-21) – SSG provided an update snapshot of their GeoSelction report. Since 2014, our rankings have declined based on multiple variables. The major of which is related to workforce.

Some declines in total index percentages and rankings have been impacted by workforce component, which is where the DAMBC has been focusing, on workforce and education pipelines to build the workforce. Derek Williams inquired about 2014 vs. 2018 data and whether reduction in community score is due to labor cost or workforce availability. E.D. Poyner advised this community's workforce is very competitive with cost, but has areas for improvement related to availability & quality. Counsel Kevin Brown noted a drop in scores doesn't mean the community is worsening, it should be interpreted as a comparative score against other communities & the other communities are excelling beyond the rate at which the Milledgeville-Baldwin County community is currently performing.

- Strategic Plan – Summary findings of consultant Pat Topping, E.D. Poyner asked board members to take time to review the summary report since it was just completed the Friday prior to meeting. Primary findings were the need to increase budget amounts to be competitive, direct marketing to project managers and site selectors, and targeted industry marketing via SLP comprehensive program. Pat Topping advised, in the last 3 months, communities in East GA partnered with GA EMC to make strategic visits to site selectors, the DAMBC needs to do likewise with strategic partnerships to be more to be competitive for projects.

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Ed Walker inquired about the proposed SLP comprehensive marketing plan & if the presented information is a menu of available marketing plan options. Chairman Walker referred to a common community plan for marketing initiative & would like to know more about the site consultant outreach approach & who would be included in that process. E.D. Poyner advised meetings typically included economic development professionals and consultants, not necessarily elected officials and community members.

Derek Williams asked from where the funds would come in the budget to pay for SLP's services. Matt Poyner advised funds currently designated to T&H project assistance funds could be possible, as well as potential public/private partnerships. Derek Williams stated his position as being the DAMBC needs to be selective with expenditures to ensure maximum return for investment and he would like to see references from other communities who have used the SLP group for marketing & consulting. E. D. Poyner also noted, if SLP was working with DAMBC, they would not work with similar, competing communities, to prevent conflict of interests. Derek Williams stated he would like more information to further explore the reasons behind a drop in the National Community Ratings before hiring a firm to show the product, to bolster the product before showing. E. D. Poyner will reach back out to get more detailed information on the areas ranked. Matt Poyner will also explore how to highlight and use data on the college student population, not currently reflected in local community statistics, but rather is reported & attributed to the community from which the students come, potentially skewing results of the rankings.

Counsel Kevin Brown noted the importance of considering the market mix and utilizing marketing services to market the existing assets of the community, while at the same time examining reasons for decline in other areas. Derek Williams requested SLP references. E.D. Poyner stated he will make reference calls & inquire about the cost of more detailed feedback rankings to determine strength areas which can be marketed. Sharon Seymour noted the community has valuable strengths which can be marketed and on which focus should be placed.

- Site Location Partnership – Opportunity to receive additional assistance in areas that planning discussed.
- Next meeting will present some information learned from presentations from McCallum-Sweeney and consultants at Area Development conference.

Conclusion of ED report at 9:00am. The Board voiced in favor to accept the report as presented, none opposed.

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IV. New Business

Executive Director Matt Poyner started by stating the DAMBC By-Laws were emailed to board members prior to the day's board meeting. With expression of much gratitude for valuable service to the DAMBC Board and the community, Chairman Ed Walker announced to the Board his receipt of correspondence, on March 25th, from Vice-Chairman Cheryl Crumbley indicating her resigning from the Board effective May 31, 2018. Chairman Walker also announced the reappointment by the City of Quentin T. Howell to the Board effective March 28, 2018.

Quentin Howell asked E.D. Poyner whether the By-Laws had been changed. Executive Director Matt Poyner responded the last revision of the By-Laws was in 2016. With the resignation of Cheryl Crumbley from the Board, nominations are needed for the Executive Committee position of Vice-Chairman. Chairman Ed Walker opened the floor for discussion. Cheryl Crumbley made the nomination of Derek Williams for Vice-Chairman and slate of other Board officers to remain the same, 2nd by Greg Tyson. With a call for vote by Chairman Walker, all voted in favor, none voiced opposed, motion carried.

Executive Director Matt Poyner reported on the Workforce Committee. E.D. Poyner advised board members of his having sent an email to Sharon Seymour, Greg Tyson, and Tyrone Evans asking for their participation, as part of a committee, to oversee workforce initiatives in partnership with three Chamber members. Executive Director Poyner stated his hope the three are willing to serve on workforce committee. All three above named board members agreed to serve in the capacity of Workforce Committee members.

V. Adjourn

There being no further business, a motion was made by Greg Tyson, 2nd by Derek Williams, to adjourn. The meeting was adjourned at 9:08am by Chairman Ed Walker.