

DEVELOPMENT AUTHORITY OF COBB COUNTY

Minutes of Meeting December 17, 2013

Pursuant of notice, The Development Authority of Cobb County met at the Cobb Chamber of Commerce, 240 Interstate North Prkwy, Atlanta, GA 30339, on December 17, 2013 at 11:00 am.

MEMBERS PRESENT

Clark Hungerford
Bob Morgan
Donna Rowe
Richard Moore
Karen Hallacy
Blake Kenya
Al Searcy

DEVELOPMENT AUTHORITY STAFF

Nelson Geter
Amanda Blanton

SEYFARTH SHAW

Dan McRae

GUESTS

Brooks Mathis, Cobb's Competitive EDGE
Michael Hughes, Cobb County
Holly Bass, Cobb Travel & Tourism
Lindsey Burrus, Cobb Travel & Tourism
Mike Winters, Cobb Chamber of Commerce
John Gillooly, MDJ
Jeff Stanton, MDJ

Chairman Hungerford called the meeting to order.

MINUTES:

Members reviewed the minutes of November 15, 2013 meeting, and a motion to approve the minutes as presented was offered by Mr. Morgan. The motion was seconded by Mr. Moore and the motion was unanimously approved. (7 yes - 0 no)

FINANCIAL REPORT:

The financial report was presented to the members and Mr. Morgan made a motion to approve the report. The motion was seconded by Mrs. Rowe and the motion was unanimously approved. (7 yes - 0 no)

Mr. Hungerford presented a letter to the Board and explained its content. The letter provided a summary of the Authority's background and outlined the powers and responsibilities of the Board members. He further explained that the Development Authority "serves as a conduit to provide various economic incentives to qualifying projects within Cobb County." The Authority does not, however, "have the authority to create incentives on its own authority. It is the sole purpose to make sure that the Development Authority implements these incentives in an impartial manner, regardless of the applicant, and in accordance with the laws and regulations of Georgia and Cobb County currently in effect."

Cobb County Sports Video: Ms. Holly Bass, Cobb Travel & Tourism, presented the sports video produced by the Cobb Sports Alliance as requested in the MOU. She explained that the video will be promoted at various tradeshow and expos nationwide and was most recently presented at a tradeshow in Reno, Nevada.

EDGE Marketing Updates: Mr. Brooks Mathis, Cobb's Competitive EDGE, spoke on behalf of the initiative. Mr. Mathis approached the Board to ask for approval of funds to invest in marketing for the 2014 calendar year. He presented the Board with ads and marketing materials printed in various publications in 2013 as well as a detailed summary of all expenses for 2013. He asks the Board to approve \$100,000 for the 2014 calendar year. After some discussion, Ms. Rowe requested that Mr. Mathis return in January after the Board has completed the 2014 budget. Additionally, Ms. Hallacy requested that information on the successes of the marketing efforts be provided to the Board members.

Legal Counsel Update: Mr. McRae had no updates at this time, but reported that two bond proceedings on behalf of the DACC were the subjects of intervention by the school district and school board; Riverview Office and Riverview Housing. A continuance was granted earlier this morning at the validation hearing.

Executive Director's Update: Mr. Geter asked the Board to review their notes from the planning session for the upcoming meeting in January.

He asked that the Board review the estimated resources and uses documents to be added to the agenda in January.

He mentioned that he is working on the 2014 DACC Annual Report.

He also mentioned the Creekside Senior Housing Project has been delayed until Q1 2014 to sort out the financing details.

Atlanta Bread Company, a \$4.5M bond deal, will be coming before the Board in Q1 2014 for a bond resolution to add another line to their production which will bring 75 new jobs to Cobb.

The Chamber has asked the DACC to purchase a table for the 2014 Annual Dinner to be held at the Galleria on January 25. Mr. Hungerford made a motion to approve the purchase of the table. Ms. Rowe seconded the motion and the motion was unanimously approved. (7 yes – 0 no)

Ms. Hallacy mentioned that she sent a letter to the Chairman requesting clarification on several items to include clear lines of communication and setting thresholds when looking at new developments. She proposed that either an ex-officio member be added to the board or that there is a clear communication protocol established to ensure that all parties effected by the decisions of the board are properly informed. Chairman Hungerford suggested that the board look into the matter and discuss further in the upcoming planning session. He shared that all decisions made by the Authority are subject to open records for the public to review, and suggested Ms. Hallacy's proposal be considered in future discussions of the Board.

There being no further business, the meeting was adjourned.