



**CITY OF STOCKBRIDGE
DEVELOPMENT AUTHORITY
REGULAR MEETING
SUMMARY MINUTES
Tuesday, March 14, 2023 6:00 P.M.**

Mark Glenn, Board Member
Cathy Hill, Board Member
Kalpesh Patidar, Board Member
Vacant – Board Member

Samantha Samuels, Board Member
Ariel Shaw, Board Member
Gadson Woodall, Board Member

Other Guest in attendance: Jeremy Harris of JecoPhoto and Attorney Chanel Patrick of Fincher Demark LLC.

Chairwoman Shaw called the meeting to order at 6:08 p.m.

All board members recited the Pledge of Allegiance in unison.

Board member Dr. Hill was asked to proceed with a verbal roll call. All members were in attendance.

Board member Dr. Hill motioned to approve the March 14, 2023 agenda as printed; seconded by Mr. Glenn. The motion passed unanimously.

Board member Samuels motioned to approve the January 10, 2023 minutes with corrections made; seconded by Mr. Glenn. The motion passed unanimously.

Board member Samuels motioned to approve the February 7, 2023 minutes with corrections made; seconded by Mr. Glenn. The motion passed unanimously.

Old Business

By-Laws Update

Attorney Patrick, representative of Fincher Denmark LLC. noted amending the By-Laws to make them sound better and adding verbiage. Attorney Patrick recommended the board review the amended By-Laws and submit any amendments to Chairwoman Shaw.

Chairwoman Shaw suggested that the board review the draft By-Laws and submit

any changes within the next fifteen (15) days, and to vote on the By-Laws at the next scheduled meeting. Attorney Patrick noted she would look at the feedback and would provide an update to the board.

New Business

Strategy Subcommittee Update

Chairwoman Shaw noted meeting twice with board members Dr. Hill and Ms. Samuels to come up with several ways without hiring a third party or firm and agreed on providing a precise way to market what the City has. Chairwoman Shaw introduced Jeremy Harris of Jecorphoto to present a pitch for marketing the city.

Mr. Harris noted the project's goal would be to produce an engaging promotional video highlighting the well-known sites and areas of the City and explaining the benefits of why to invest in the City. Mr. Harris noted his company would produce a one-minute highlight video which would include drone footage, B-Roll, and voiceover to use on the preferred website or YouTube, which will also include highlights and testimonial interviews of current Stockbridge business owners, elected officials and city staff members.

Mr. Harris noted the project would take between 14-21 days to produce, with an estimated cost of \$4,150.

Chairwoman Shaw noted a second quote was from Gobi Photography and Video, citing being similar in cost to Jecorphoto, and mentioned a presenter was absent to present. Board member Samuels noted seeing a cost of \$850 for a (1) minute promotional video and stated the presenter did not have enough time to put documents together. Board member Hill requested to have documentation provided to the board.

Chairwoman Shaw presented the Citywide Development Authority (CDA) Strategic Initiatives and noted throughout Phase 1, the CDA identified the Mission and Vision, started building a foundation and grabbing low-hanging fruit. Chairwoman Shaw also noted the CDA is designated with the powers to finance (by loan, grant, lease, borrow, or otherwise) projects for the public good; execute contracts and agreements; purchase, lease, and sell property and issue revenue bonds and notes. Chairwoman Shaw stated during Phase, 1 the CDA plans to develop "Select Stockbridge" to produce a drone and B-Roll footage of the entire city, highlighting key areas to include but not limited to:

1. Amphitheater
2. Jodeco Development
3. Proximity to Hwy 75

4. Piedmont Henry, now a Level 3 Trauma Center
5. Proximity to Colleges
6. Merle Manders Conference Center
7. Historic References- MLK Sr. Heritage Trail and the birthplace of MLK Sr.
8. Eagles Landing Golf Course
9. Connectivity with trails
10. Highlighting major films filmed in Stockbridge
11. Swan Lake

Board member Patidar suggested adding the proximity to the Airport and named as the “gateway to the South”.

Chairwoman Shaw noted another addition to add is having a different friendly user website for prospective investors and more, seeing the current CDA website is a landing page under the City of Stockbridge web page.

Chairwoman Shaw noted having a quick tour of the City and inventory of properties with available board members, meeting with Georgia Economic Development State Directors and Regional Partners, and ways to help beautify the exit and entryway into the City. Kim Allonce, Economic Development Director, noted the City Council had a council meeting on March 13, 2023, with no quorum, but still allowed Sky Designs to present the wayfinding signs (presentations are available on the city’s website) to identify the gateways into the city.

Chairwoman Shaw noted scheduling a bus tour after receiving a complete analysis with prospective developers and establishing a location to host an investors meeting and possible membership with Eagles Landing Club.

Chairwoman Shaw noted receiving the DDA’s Retail Market Analysis which has allowed the DDA to receive the grant which created the analysis. In contrast, the city as a whole needed to be qualified to receive the funding. Chairwoman Shaw suggested going after low-hanging fruit with Mixed Development, retail, and dining.

Chairwoman Shaw noted with the current market study, Stockbridge stands out as a leading retail spending destination, meeting many of the needs of the residents and attracting outside visitors. Chairwoman Shaw noted the initial phase focus would be on retail, restaurants, hotel/mixed-use, and film, with the secondary being medical and high-end automobile dealerships.

Chairwoman Shaw noted requesting a meeting with Josh Fenn Executive Director of the Henry County Development Authority.

Board member Dr. Hill inquired about including one item for existing business retention and holding town hall meetings. Chairwoman Shaw noted the incentive list would focus on existing businesses and reported holding off on town hall meetings for the moment.

Chairwoman Shaw suggested to Board member Samuels to retrieve the sample video from Gobi Photo and video package for voting purposes at the next meeting.

Chairwoman Shaw inquired on the boards thought on “Select Stockbridge” and noted it’s common for authorities to use the city’s name.

Board member Glenn motioned to accept the Select Stockbridge Strategic Initiatives: First year; second by Board Member Hill. The motion passed unanimously.

South Metro Conference Feedback

Chairwoman Shaw noted the conference was great and she was able to speak with Fayette County Development Authority and wanted insight from the other board members.

Board member Hill noted focusing on the highlight of the South Metro Area development authorities such as Fayette, Clayton and Douglas counties and also spoke with the Council for Quality Growth.

Board member Glenn noted being able to network with other development authority boards and expressed some boards would be able to come to the city and speak.

Finance Update- Gadson Woodall, Treasurer

Board member Woodall noted the city opening an account for the CDA with Truist Bank with the funding available by the end of the week; he also stated the board has an annual budget of \$45,000.

Chairwoman Shaw requested seeing a draft budget.

Board member Dr. Hill noted the Attorney costs \$36,000 annually, leaving the board with \$12,000. Chairwoman Shaw stated that if there are no actionable items, the board will not need to meet monthly, and the attorney fees will not reach \$36,000.

Economic Development Update – Development Authority Director

Location: Stockbridge City Hall 4640 North Henry Blvd. Levi Meeting Room Stockbridge, GA 30281

Mr. Allonce noted Sky Designs presented the wayfinding signs (presentations are available on the city's website) to identify the gateways into the city at the city council meeting on March 13, 2023. Mr. Allonce noted having primary, secondary and tertiary monument with restoration of older signs.

Chairwoman Shaw inquired about digital boards next to the amphitheater; Mr. Allonce noted a proposed board contingent upon the council's approval and has an estimated cost of \$1.2 million.

Mr. Allonce noted the economic development department putting out ad RFP for a strategic plan that will go out on March 22, 2023 which will allow a consulting firm to help develop the strategic plan for the city.

Mr. Allonce noted the city being busy with ribbon cuttings and encourages the board to attend them, which are held every Friday.

Mr. Allonce expressed deep condolences for the DDA Chair's partner, who passed and was part owner of Barn in Beautiful in the Downtown area. Mr. Allonce also noted the DDA is working on a Downtown Master Plan and would like to have the same message with marketing.

Mr. Allonce noted acquiring CoStart for marketing purposes which provides information on vacant properties; he also mentioned implementing policies for incentives and information on properties and will present to the council during the council retreat.

Mr. Allonce noted he would attend the capital on March 15, 2023 for Henry County day; he also noted being in the process of creating business units to help serve businesses more efficiently and stated adding over 300 new businesses due to the annexation.

Chairwoman Shaw suggested board members to attend Henry County Day.

Attorney Update-Attorney Chanel Patrick

Attorney Patrick suggested sending out links prior to meetings for any documents that need to be reviewed.

Adjourn

Board member Hill made a motion to adjourn the meeting at 8:23pm; second by Mr. Glenn. The motion passed unanimously.

Minutes prepared by: Randi Rainey, Deputy City Clerk

Location: Stockbridge City Hall 4060 North Henry Blvd. Stockbridge, GA 30281
Levi Meeting Room