

**Development Authority of DeKalb County, Georgia**  
**d.b.a.**  
**Decide DeKalb Development Authority**

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**Decide DeKalb Development Authority**

**Board Members**  
**Officers**

Mr. Don Bolia  
Chair of the Authority  
Partner  
Peachtree Government Relations

Mr. Kevin Gooch, Esq.  
Vice-Chair of the Authority  
Partner  
DLA Piper LLP

Ms. Miranda Mack McKenzie  
Secretary of the Authority

Mr. Andrew Greenberg  
Board Member of the Authority  
Executive Director  
Georgia Game Developers Association

Ms. Kimberly Adams  
Board Member of the Authority  
Director  
Cox Automotive, Inc.

Sai Reddy  
Board Member of the Authority

Rebekah Coblentz  
Board Member of the Authority  
Senior Property Manager  
NAI Brannen Goddard

Mr. James P. Monacell, Esq.  
Counsel to the Authority  
Smith, Gambrell & Russell, LLP

**Date:** Saturday, January 19, 2019  
**Time:** 8:30 am  
**Location:** Avondale Innovation District  
119 Center Street  
Avondale Estates, Ga 30002

**Board Members Present:**

Don Bolia, Chair  
Kevin Gooch, Vice-Chair  
Miranda Mack McKenzie, Secretary  
Andrew Greenberg, Board Member  
Sai Reddy, Board Member  
Rebekah Coblentz, Board Member  
Kimberly Adams, Board Member

**Legal Counsel Present:**

Jim Monacell, Smith, Gambrell & Russell, LLP  
Michael Tyner, Smith, Gambrell & Russell, LLP

**Staff Members Present:**

Ray Gilley, President  
Dorian DeBarr, Senior Vice President and Chief Financial Officer  
T.J. Filipowicz, Marketing Director  
Toyasha Vaughn, Project Manager  
Shelbia Jackson, Director, DeKalb Entertainment Commission  
Jenee Williams, Office Manager  
Jen Yun, Project Manager  
Ed Nelson, Consultant

**Others Present:**

Jeff Rader, DeKalb County, BOC  
Larry Johnson, DeKalb County, BOC  
Lorraine Cochran-Johnson, DeKalb County, BOC  
Stan Sugarman, SL Covington Place, LLC  
Ed Rieker, Avondale Innovation District

The January Work Session of the Decide DeKalb Development Authority was called to order at 9:23 a.m. on Saturday, January 19, 2019 at Avondale Innovation District, 119 Center St., Avondale Estates, 30002.

**I. CALL TO ORDER**

Chairman Don Bolia presided.

**II. ITEMS FOR DISCUSSION**

**A. Scorecard:**

The Board Work Session opened with a brief Decide DeKalb review highlighting 2018 results. The highlights included 12 landed and 24 active projects, the SEDP Plan goals, DeKalb Entertainment Commission's success, and marketing figures.

Commissioners Jeff Rader, Larry Johnson, and Lorraine Cochran- Johnson also joined the work session and each made remarks regarding their districts and what they would like to see implemented from the Authority in 2019. A copy of the 2018 scorecard is included in the meeting file.

**B. 2019 Draft Goals & Objectives:**

Mr. Ray Gilley, President provided a brief presentation of the goals and objectives for 2019. Some proposed revisions included: updating current BRE applications and decreasing the volume to allow for more thorough meetings, exploring re-applying for state opportunity zones and adding the development process to the SEDP, attracting new tech savvy businesses to the county (incubators & accelerators), and expanding TADs.

A copy of the draft goals and objectives is included in the meeting file and a revision will be provided at a future board meeting.

**C. 2018 Budget:**

Dorian DeBarr, Senior Vice President and Chief Financial Officer provided a summary of 2018 financial results and a forecast of the 2019 budget. An overview of each department's expenditures was also provided. An 8% total increased budget has been proposed and the Authority anticipates using these additional funds to expand reach and programs within the county. A copy of the 2019 draft budget is included in the meeting file.

**D. SEDP 2023 Key Recommendations Review:**

RKG Consultant Kyle Talente provided a recap of the SEDP scoring Matrix that was presented to Chairman Bolia and Authority Counsel Jim Monacell days prior. Some questions in relation to the Authority's organization structure arose. Jim Monacell, Legal Counsel to the Authority has agreed to share documentation explaining the most appropriate structure for the Authority to RKG to be updated within the SEDP.

The board requested an SEDP progress update at the February board meeting.

**E. Quick Topics:**

**i. Future Office Location Space Planning:**

The current office lease for Decide DeKalb expires September 2019, and beginning in Q4 of 2018 Decide DeKalb Staff and Board Member Rebekah Coblentz began the discussion of relocation. Some of the key objectives include suitable space for additional staff and a full board room, sufficient parking, competitive market lease rate and relocation from the first floor. Several options have been explored and staff have currently found one ideal option and are negotiating terms.

Next steps for this project consist of engaging with a project management firm to assist throughout the office relocation process which will be presented for board approval at a future board meeting.

**ii. Federal Opportunity Zones:**

Federal Opportunity Zones were created by congress to encourage economic growth in underserved communities through tax benefits to investors. This program presents opportunities for real estate investment and development in distressed communities. Commissioner Rader requested a copy of all Federal Opportunity Zones maps be distributed to the commission for review.

Chairman Bolia would like to explore hiring a consultant to oversee this program, and will lead the efforts in the search.

**iii. Tax Allocation District Review Results:**

DeKalb County participates in several Tax Allocation Districts (TAD's) created to generate funds for economic development investments. HR&A consultants have recommended a series of short and midterm actions to kick start the strategic reform of the TAD program.

Commissioner Rader has requested that the commission be presented with a more detailed proposition regarding TAD's, how we operate them, and streamlining the county process.

Mr. DeBarr noted that a more detailed report is listed in the IGA and a presentation for the commission will be scheduled for a later date.

**iv. Tax Incentives Policy Annual Review:**

The purpose of the tax incentive tool is to provide the applicant with a reduction in the amounts it would pay as ad valorem taxes on any given project.

The county's main priorities with tax incentives for 2019 are to make the tool more powerful for applicants, and emphasize target sectors.

**v. Human Resources Management Tool- Performance Evaluation:**

Mr. DeBarr has proposed acquiring a system that will track employee goals throughout the year to ensure personal performance goals are being met.

Board members suggested researching if there are any government agencies that may utilize similar products or if any of our current products in use (possibly CRM

system) may have a tool that can do so. Chairman Bolia requested once a system is set in place, the board have viewing access.

**F. Advance DeKalb Update:**

POWER 10 consultant Demming Bass provided an update regarding the Advance DeKalb Campaign. He revealed that the campaign has been a success and has currently raised \$1.2 million, 80.7% of the \$1.5 million goal. He thanked the board for their participation and support.

Next steps for the campaign include the public kick-off on January 25<sup>th</sup>, where several prospects will be invited with the hope of cultivating as many new investors as possible.

Mr. Bass requested full board participation in making a pledge to the campaign.

**G. IGA 2023 Renewal Update:**

The current Intergovernmental Agreement (IGA) expired in December 2018. During the 5-year period Decide DeKalb has successfully completed the overarching tasks set forward in the IGA. Decide DeKalb and DeKalb County look forward to a continuing partnership and plan to focus and expand the IGA that was started in 2014.

Discussions have been had with COO of DeKalb County Zach Williams who has requested an executive summary and reference to the Authority's organizational structure, the items in question within the SEDP recommendations.

The summary will aid COO Williams in his discussion with CEO Michael Thurmond. Chairman Bolia will also utilize this same summary in his discussion with Commissioner Gannon.

**H. DeKalb Entertainment Commission Update:**

Director Shelbia Jackson, provided an update on DeKalb Entertainment Commission 2018 results. In 2018 DEC processed 148 film permits generating \$98,447, conducted 200+ engagement meetings and events, completed 68 tasks in their strategic plan, and have 8 cities pending addition to the county-wide film permit system integration.

With DEC's robust activity and upcoming work plan for 2019, they have proposed an increase in budget to \$475,000.

Commissioner Cochran-Johnson commended DEC on their progress and suggested revising permits to include districts outside of unincorporated DeKalb to show differential penetration within the county, and working more closely brick & mortars to allow them to register their businesses or land within the locations database. Ms. Jackson agreed to follow-up with Commissioner Cochran-Johnson to further discuss.

**I. Decide DeKalb Marketing Update:**

Marketing Director, TJ Filipowicz provided a recap of the 2019 marketing goals and objectives. Some highlights included: leveraging media relationships and highlight DDDA accomplishments by distributing news releases and media advisories to local media, increasing engagement with key regional stakeholders, promoting DeKalb to key target industry groups identified in the SEDP 2023 plan, and enhancing the website with features and content to support the SEDP 2023 recommendations.

**J. Don Bolia, Closing Remarks:**

In closing, Mr. Bolia shared how he believes the Authority is in a good place and is excited and optimistic about the future and direction of the organization. He again thanked Mr. Gilley for his service with Decide DeKalb and wished him the best of luck on his new journey.

Mr. Bolia adjourned the meeting at 2:06 p.m.

Adopted by the Board in the meeting  
of \_\_\_\_\_,  
(Date of Meeting)

\_\_\_\_\_  
(Signature of Presiding Officer)