

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

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**Decide DeKalb Development Authority**  
Board Work Session Minutes

**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. Baoky Vu  
Treasurer 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 20, 2018  
**Time:** 9:30 a.m.  
**Location:** The Integral Group, LLC  
191 Peachtree Street, NE, Suite 4100  
Atlanta, GA 30303

**Board Members Present:**

Don Bolia, Chair  
Kevin Gooch, Vice-Chair  
Miranda Mack McKenzie, Secretary  
Baoky Vu, Treasurer  
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

**Staff Members Present:**

Ray Gilley, President  
Rolanda Daniel Thomas, VP of Operations and Business Development  
Dorian DeBarr, Vice President of Finance & Administration  
TJ Filipowicz, Director, Marketing & Communications  
Kara Cooper, Project Manager  
Toyasha Vaughn, Project Coordinator  
Shelbia Jackson, Project Coordinator

**Others Present:**

Jeff Rader, DeKalb County, BOC  
Eric Pinckney, The Integral Group, LLC  
Robert Myrick, The Integral Group, LLC

The January Work Session of the Decide DeKalb Development Authority was called to order at 9:42 a.m. on Saturday, January 20, 2018 at The Integral Group, LLC, 191 Peachtree St. NW, Suite #4100, Atlanta, 30303.

**I. CALL TO ORDER**

Chairman Don Bolia presided.

**II. ITEMS FOR DISCUSSION**

**A. My DeKalb:**

The Board Work Session opened with an ice breaker called My DeKalb. Board Members worked in small groups to determine what DeKalb favorite thing belonged to which staff member.

**B. Staff Development:**

Dumore Improv will provide Decide DeKalb's staff with professional development and teambuilding sessions in February. They came highly recommended and each team member will also have their own professional development plan with a focus on values, communication and cultural awareness. Mr. Bolia values teambuilding in the workplace and thinks it is important for staff. A copy of the Staff Development proposal is included in the meeting file.

**C. Feasibility Study Update:**

Power 10 was selected to conduct a fundraising feasibility study for Decide DeKalb. Since inception, six steps were identified consisting of prospective draft of goals & objectives, Board interviews, creation of stakeholders list, letter for case and support, stakeholder interviews and feasibility study report and recommendation. Additional individuals were added to the list providing 60-80 people to interview. Decide DeKalb is currently on its fifth step and the letter for case of support will be distributed via mail. The next step is to schedule interviews within the next 3-4 weeks with results from those interviews within 60-90 days. The interview list will be shared with the Board. Rebekah Coblentz is the latest addition to the Development Authority's Board and her interview will be conducted within the next two weeks. A copy of the Feasibility Study Update is included in the meeting file.

**D. IGA Update:**

Commissioner Rader, attended the morning portion of the Work Session and shared what he would like to see implemented in the upcoming years. Commissioner Rader is the current presiding officer of the Board of Commissioners and looks forward to renewed collaboration between the Authority and DeKalb County. He would like to see Decide DeKalb positioned as a strong liaison with local authorities, partners within the tax base and DeKalb County Schools to strengthen collaboration.

He identified Tax Allocation Districts as a great tool that needs to be utilized more effectively. The DeKalb County School Board is expecting new leadership and it is a great time to develop relationships and have more conversations as it relates to collaboration.

Comm. Rader also would like to look for ways to develop stronger resources for the Film and Entertainment Commission and discussed higher wages within Tourism. Opportunity Zones are also powerful tools that are being underutilized and DeKalb County has an opportunity to apply for them in 2019. He would like the best competing areas to be

identified so that DeKalb has a greater chance for approval. In closing, he asked that DDDA start exploring opportunities to meet with individuals already in place that share core values as it relates to economic development. After his final words, Commissioner Rader departed the meeting.

The current Intergovernmental Agreement (IGA) will expire in December 2018. Decide DeKalb has created a phased approach to development and implementation of the next IGA for 2019-2023. Throughout 2018, internal review and assessment, external discussions, draft document preparation, and approvals will be completed. Decide DeKalb will host meetings to determine what DDDA wants to remove or add before meetings are held with the BOC and CEO. The following individuals will be added to the discussions; Commissioners and Commissioner Gannon as presiding officer of the Planning, Economic Development & Community Services Committee. A copy of the IGA update is included in the meeting file.

**E. 2017 Scorecard**

The 2017 scorecard was presented to the Board highlighting end of year results. The scorecard included capital investment, new and retained jobs, business engagement visits and WE DeKalb. The Board is pleased with the new model to make CID loans as opposed to grants as loans create more of a partnership. Existing CID's have been great partners and project managers were assigned to specific targeted areas to support economic development but due to staff size the Authority is not sure if it can continue and will have representation periodically to maintain communications and relationships. There is a need for more investment and infrastructure and solution resources for companies with growth and development. A copy of the 2017 scorecard is included in the meeting file

**F. 2018 Budget:**

Dorian DeBarr, VP of Finance & Administration provided a summary of 2017 financial results and a forecast of the 2018 budget. An overview of each department's expenditures was also provided. The Board would like to see more financial diversity. The only source of funds being received by the Development Authority are from bond deals and what is received from the County. The Authority, in partnership with the County, has agreed to engage with a consultant to update the latest Economic Development Strategic Plan. The Authority has budgeted \$100K for this study and the County has agreed to match this funding.

**G. Presentation by Eric Pinckney:**

Eric Pinckney, Vice President of the Integral Group, Real Estate Division provided an update of Doraville's former GM Assembly Plant. Since demolition, the 127-acre site was cleared for Third Rail Studios. Updated plans are emerging with the first major phase, to be known as Assembly Yards. The area will consume southern and western portions of the site and will feature residential, retail, office and public outdoor spaces. Many remnants from the industrial site will be utilized to maintain the sites industrial character. Construction is in full swing on the Serta Simmons bedding headquarters and residential buildings.

**H. WE DeKalb:**

The Workforce Enhancement program provides 4% to 5% down payment assistance to employees of businesses that work or are located in DeKalb. The program offers a competitive 30-year fixed-rate mortgage to qualifying homebuyers purchasing or refinancing homes throughout DeKalb County. WE DeKalb currently has 32 lenders participating in the program and analytics are being tracked by Google. Raymond James Financial works with DDDA help to administer the program and US Bank is the loan servicer for the transactions. The risks of the program to Decide DeKalb Development Authority, principally that mortgages originated cannot be federally-insured or securitized or that a financial disruption prevents the securities

from being sold at or above a break-even price, are minimized by employment of these well-respected institutions to conduct the program. The Board would like to see how many homebuyers there are within the County versus homebuyers coming to the County. T.J. Filipowicz was asked by the Board to identify partnering banks that receive lower fees or compensation to complete a loan. DeKalb Chamber is the largest outside referral source for WE DeKalb.

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

In closing, Mr. Bolia asked each staff member to share what they wanted to get out of the staff development session in February. Many members shared the same views of cohesion, collaboration, and communication while others would like to see staff empowered along with organizational efficiencies such as technology and additional staff. Mr. Bolia will meet with staff individually after the staff development session to gather staff's value of the experience. DeKalb Thrives and Lightning Talks were the remaining topics not discussed during the Board Work Session that will be covered in February or at a future Board meeting.

Mr. Bolia adjourned the meeting at 1:38 p.m.

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

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