**DECIDE DEKALB DEVELOPMENT AUTHORITY BOARD MEETING**

**Date:**  Thursday, April 8th, 2021

**Time:** 8:30 AM

**Location:** Telemeeting Via Zoom

**Committee Members Present:**

Don Bolia, Chair

Kevin Gooch, Vice- Chair

Miranda Mack McKenzie, Secretary

Andrew Greenberg, Board Member

Rebekah Coblentz, Board Member

**Committee Members Absent**

Sai Reddy, Treasurer

Kim Adams, Board Members

**Legal Counsel Present**

Jim Monacell, Smith, Gambrell & Russell

Ansly Moyer, Smith, Gambrell & Russell

**Staff Members Present**

Dorian DeBarr, Interim President

Randi Mason, Vice President, Economic Development

Terra Washington, Director, Marketing & Communication

Shelbia Jackson, Director, DeKalb Entertainment Commission

Sunny Anderson, Business Attraction Manager

Brandon Ona, Workforce Business Analyst

Jenee Williams, Office Manager

Deondai Colquitt, Consultant

**Others Present**

Jeff Rader, BOC

Steve Bradshaw, BOC

Ted Terry, BOC

Rhea Johnson, NDHCP

James Tsismanakis, Discover DeKalb

LaShun Atwater, BOC

Gulzar Ajani, Leadership DeKalb

Correggio Peagler, Leadership DeKalb

Quan Harris, DeKalb Resident

Claudette Leak, DeKalb Resident

Kelly Jordan, DeKalb Resident

The April meeting of the Decide DeKalb Development Authority was called to order at 8:39 am on Thursday, April 8th, 2021 via Zoom telemeeting.

1. **CALL TO ORDER**

Chairman Bolia presided.

1. **ITEMS FOR DECISION**
2. **Approval of March 11, 2021 Board Meeting Minutes:**

Mr. Greenberg voiced that going forward he would like to see more detailed minutes specifying speakers’ comments and questions. Mr. Monacell noted that may be more difficult to execute. Chairman Bolia suggested a separate meeting to further discuss and create a policy for the future. Mr. Greenberg and Mr. Gooch agreed to engage in the discussion.

Ms. Coblentz made a motion to approve the March 11, 2021 board meeting minutes. Mr. Greenberg seconded the motion, which was unanimously approved.

**B. Approval of the March 2021 Financials:**

The Authority is currently in good standing with $1.7 million in total cash, and total revenue at $389k. Mr. DeBarr highlighted the Better Business Loan Program Forgiveness. About 217 loans were provided to businesses in need to assist with COVID relief, and all but 11 loans will be forgiven. Mr. Greenberg questioned if there will be another round of loans with the additional Cares Act funding and was informed that conversations to determine that are in the works with the county.

Mr. DeBarr also highlighted the WE DeKalb Program. To date $17k has been collected from the program and interest has continued to spike more in the last few months than in previous years. Mr. Greenberg commended the staff on being able to revive the program and making it a program that can benefit the community.

Ms. Coblentz made a motion to approve the March 2021 financials. Ms. Mack McKenzie made seconded the motion, which was unanimously approved.

**C. Approval of 2021 Leadership DeKalb Sponsorship:**

Leadership DeKalb is requesting a sponsorship in the amount of $12,500. Interim Director Gulzar Ajani spoke to the board and provided an overview of where the funds will be allocated. $5k will be allocated to ED day 2021-23, $5k to the closing retreat 2021-23, and $2,500 in community service projects.

Decide DeKalb has supported Leadership DeKalb in previous years.

Ms. Coblentz made a motion to approve the 2021 Leadership DeKalb Sponsorship. Mr. Greenberg seconded the motion, which was unanimously approved.

**D. Approval of Affordable Housing Compliance Review by Mauldin & Jenkins:**

Projects with a multi-family rental component receiving a property tax incentive from Decide DeKalb are required to complete annual compliance per Decide DeKalb’s Property Tax Incentive Guidelines and each project’s lease agreement. Annual compliance includes ensuring that the required number of units are leased to households not exceeding the Area Median Income (AMI)for the project and, for certain projects, that households are required to pay no more than 30% of the applicable AMI for rent.

Decide DeKalb would like to contract Mauldin & Jenkins to conduct these annual compliance services. A report along with recommendations will be compiled and presented to the BRE Manger who will oversee the contract.

Fees for the scope of work will not exceed $10,000.

Ms. Mack McKenzie made a motion to approve the Affordable Housing Compliance Review by Mauldin & Jenkins. Ms. Coblentz made seconded the motion, which was unanimously approved.

1. **Approval of Contract for CRM Services – ED Lead Tracker:**

Since 2015 the Authority Business Development team has been utilizing Cloud Nine CRM system. In the past few years, the staff has found the system difficult to maneuver and have identified a need for a new system. The CRM system allows the ED team to track projects, contacts, and better coordinate across the organization.

After posting an RFP and receiving various proposals ranging from $50-60k not including yearly fees, the team was introduced to ED Lead Tracker. ED Lead Tracker provides a specialized CRM program built by an economic developer specifically for economic organization. The new system will need minimal customization and will include various features geared towards economic development.

A two-year contract term will be initially implemented and will then move to an annual basis. Fees for the contract will not exceed $5k.

Ms. Mack McKenzie made a motion to approve the Contract for CRM Services – ED Lead Tracker. Ms. Coblentz seconded the motion, which was unanimously approved.

1. **Approval of Website Redesign and Hosting:**

Decide DeKalb has had the same website since the launch in 2015. As new Marketing Director Terra Washington continues to rebrand, a new website was proposed. After posting an RFP, 13 proposals were received, and the selection committee chose the top 5. Ultimately, Online Optimism was chosen.

The goal for the update is to have a visually elevated and relevant presence in the marketplace with a website that functions as an innovative, “always-on” sales tool for Decide DeKalb. The brand refresh coupled with a new website design and web vendor, aligns with the Direction Decide Dekalb is heading.

The update is set to start on April 9th and projected to be complete by July 26th, 2021. The complete cost for the project is $39,100.

Ms. Mack McKenzie made a motion to approve the Website Redesign and Hosting. Mr. Greenberg seconded the motion, which was unanimously approved.

**G. Approval of Termination of Lease Agreement with YMCA (Bransby Facility) and Intergovernmental Agreement with DeKalb County (Bransby Facility):**

The Authority has been informed that the YMCA and DeKalb County desire to terminate the leases and subleases related to the Bransby Center so that the property will no longer be operated by the YMCA and can be returned to the County for other purposes.  In order to facilitate the return of the property to the County, the YMCA has requested the Authority terminate the Lease Agreement, dated April 26, 2011, under which the Authority leased the property to the YMCA for operation.  Based on the termination of the Lease, the Authority has no further use for the property and has agreed with the County to terminate the Intergovernmental Agreement, dated April 26, 2011, under which the County leased the property to the Authority.  The resolution presented for approval approves the execution and delivery of both the Lease Termination Agreement and IGA Termination Agreement.

Ms. Coblentz made a motion to approve the Termination of Lease Agreement with YMCA (Bransby Facility) and Intergovernmental Agreement with DeKalb County (Bransby Facility). Mr. Gooch seconded the motion, which was unanimously approved.

1. **Personnel Matter:**

With support from the CEO and County Commissioners, Mr. DeBarr was appointed President of the Decide DeKalb Development Authority. The board and staff congratulated Mr. DeBarr on his promotion, and he thanked everyone for their well wishes.

Mr. Gooch made a motion for the Personnel Committee to approve the final terms and negotiations of Mr. DeBarr’s promotion. Ms. Mack McKenzie seconded the motion, which was unanimously approved.

1. **Discussions/Presentations:**
2. **President’s Report:**

Mr. DeBarr presented the April 2021 president’s report. He highlighted: 37 leads, 15 projects, and 24 BRE visits, and 13 new jobs. Mr. DeBarr also highlighted VP, Randi Mason’s participation in Georgia Power’s Women in Economic Development Meeting in which about 75 women took part.

Advance DeKalb’s next investment meeting is upcoming, so anyone wanting to participate should receive more information within the next few weeks.

DEC has several productions in the pipeline and is currently booking through September. 50 projects are currently in pre-production and 24 of those productions are filming in DeKalb.

A copy of the full President’s Report is included in the meeting file.

The DeKalb Development Authority Board Meeting adjourned at 9:39 a.m.

 Adopted by the Board in the meeting

of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

 (Date of Meeting)

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 (Signature of Presiding Officer)