**DECIDE DEKALB DEVELOPMENT AUTHORITY BOARD MEETING**

**Date:**  Saturday, January 23, 2021

**Time:** 8:30 AM

**Location:** Telemeeting Via Zoom

**Committee Members Present:**

Don Bolia, Chair

Kevin Gooch, Vice- Chair

Miranda Mack McKenzie, Secretary

Sai Reddy, Treasurer

Kim Adams, Board Members

Andrew Greenberg, Board Member

Rebekah Coblentz, Board Member

**Legal Counsel Present**

Jim Monacell, Smith, Gambrell & Russell

Ansly Moyer, Smith, Gambrell & Russell

Benjamin Brooks, 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

Toyasha Vaughn, Business Retention & Expansion Manager

Sunny Anderson, Business Attraction Manager

Brandon Ona, Workforce Business Analyst

Jenee Williams, Office Manager

Jen Hagler, Manager, Redevelopment & Strategic Initiatives

Deondai Colquitt, Consultant

Others Present

Justine Hayward, Emory Student

Keith Ziobron, Cardno

Jennifer Nelson, Carl Vinson Institute

Saralyn Stafford, Carl Vinson Institute

Emory Morsberger, CID

Erin Johnson,

Kwasi Obeng, BOC

Jeff Rader, BOC

The January meeting of the Decide DeKalb Development Authority was called to order at 8:37 am on Saturday, January 23, 2021 via Zoom telemeeting.

1. **CALL TO ORDER**

Chairman Bolia presided.

1. **ITEMS FOR DECISION**
2. **Approval of October 2020 Board Meeting Minutes:**

Mr. Greenberg made a motion to approve the October 15, 2020 board meeting minutes. Ms. Coblentz seconded the motion, which was unanimously approved.

**B. Approval of the October 2020 Financials:**

Mr. DeBarr presented the financial dashboard. Overall, 2020 was a financially good year. Income was reported at $442,000 compared to the budgeted $39,000. Current assets at $1.5m cash. Investments $500k, and $926,000 accounts receivables. Traction for the We DeKalb program has picked up and have brought in $40k in profit and $9m in new home loans. Mr. DeBarr reported spikes of income in January, February, December mainly due to collecting annual fees.

A copy of the full report is listed in the meeting file.

Ms. Mack McKenzie made a motion to approve the October 2020 financials. Ms. Adams seconded the motion, which was unanimously approved.

1. **Approval of 2020 End of Year Impact Report:**

An RFP was published for marketing services to develop and publish Decide DeKalb’s 2020 Impact Update. The Evaluation Committee reviewed qualifications, resources, budgets, and references. Relish Marketing in Decatur, a recipients of small business loan from DeKalb was chosen to produce the report.

Mr. Greenberg made a motion to approve the 2020 End of Year Report. Ms. Mack McKenzie seconded the motion, which was unanimously approved.

**D. 2021 Marketing & Communications Overview:**

Ms. Washington presented the 2021 marketing strategy: increase brand reputation, enhance communication footprint, and develop comprehensive public relations outreach. She has proposed several new strategies to accomplish these goals including a website redesign, a regular newsletter, virtual lunch and learns with government bodies and key stakeholders and field trips.

Ms. Coblentz made a motion to approve the 2021 Marketing & Communications Overview.Mr. Greenberg seconded the motion, which was unanimously approved.

1. **Approval of DeKalb Entertainment Production Manager Contract:**

DeKalb Entertainment Commission is bringing on a new Production Manager to take over and manage film permitting. Ms. Bronwyn Stallcup was selected by the selection committee. Ms. Stallcup has extensive knowledge in operations and project management as well as experience in entertainment productions over the last 20 years. Ms. Jackson believes she will be a great addition to the DEC team.

Mr. Greenberg made a motion to approve the DeKalb Entertainment Production Manager Contract. Ms. Coblentz seconded the mot ion, which was unanimously approved.

1. **Approval of Marketing Rebranding Contract:**

The Decide DeKalb brand was launched over 5 years ago and new Marking and Communications Director, Terra Washington would like to give the brand a refresh. The goal for the refresh is to elevate the Authority’s position as a reputable, polished, and influential organization in DeKalb.

Four proposals were submitted, and one agency was chosen. The project is estimated to be completed by November 6 and fees will not exceed $15k.

Ms. Coblentz made a motion to approve Marketing Rebranding Contract. Mr. Greenberg seconded the motion, which was unanimously approved.

1. **Approval of Brownfields Qualified Environmental Professional (QEP) Contract Extension:**

The contract with Cardno expired April 2020 but because the contract with EPA was extended, Ms. Hagler is asking that the Cardno contract be extended as well. Cardno stays on site and ensures items are done by EPA and other state and federal standards. The contract is not to exceed $15k for services. Some

other projects Decide DeKalb has worked with Cardno on include Pullman Yard, $800k and 4060 Covington Hwy, $200k.

Mr. Greenberg made a motion to approve the Brownfields Qualified Environmental Professional (QEP) Contract Extension. Ms. Coblentz seconded the motion, which was unanimously approved.

1. **Approval of Election of Officers for 2-Year Term:**

Per bylaws, officers elected must be re-elected every odd number year. A resolution has been created for current officers to continue serving on the board.

The only update would be to name Ms. Moyer as additional Secretary to perform responsibilities as needed.

Mr. Greenberg made a motion to approve the Election of Officers. Ms. Coblentz seconded the motion, which was unanimously approved.

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

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

The DeKalb Development Authority Board Meeting adjourned at 10:52 a.m.

Adopted by the Board in the meeting

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

(Date of Meeting)

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(Signature of Presiding Officer)