

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

---

**Decide DeKalb Development Authority**  
**Finance and Audit Committee Meeting Minutes**

**Board Members**

**Officers**

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

Mr. Kevin Gooch, Esq.  
Vice-Chair of the Authority  
Partner  
Holland & Knight LLP

Ms. Miranda Mack McKenzie  
Secretary of the Authority

Mr. Sai Reddy  
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  
VP, Engagement, Inclusion &  
Diversity at Papa John's

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:** Thursday, April 6th, 2021  
**Time:** 9:30 am  
**Location:** Conference Call

**Finance and Audit Committee Members Present:**

Rebekah Coblentz, Finance and Audit Committee Member  
Sai Reddy, Treasurer  
Don Bolia, Finance and Audit Committee Member

**Staff Members Present:**

Dorian DeBarr, Interim President  
Jenee Williams, Office Manager  
Sunny Anderson, Business Attraction Manager  
Randi Mason, Vice President, Economic Development  
Terra Washington, Director, Marketing & Communication

## Finance and Audit Committee Meeting Minutes April 6th, 2021

The April 6th, meeting of the Finance and Audit Committee of the Decide DeKalb Development Authority was called to order at 9:33 a.m. via phone conference.

### I. CALL TO ORDER

Mr. Reddy presided and called the meeting to order.

### II. ITEMS FOR APPROVAL

#### a. Minutes:

##### March 9, 2021 Minutes

Mr. Bolia made a motion to approve the March 9th, 2021 Finance and Audit Committee meeting minutes of the Decide DeKalb Development Authority. Ms. Coblenz seconded the motion, which was unanimously approved.

#### b. Approval of DDDA March 2021 Financial Statements:

Mr. DeBarr presented the financial dashboard.

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 we provided to businesses in need to assist with COVID relief, and all but 11 loans will be forgiven.

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. DeBarr updated the committee on the progress of researching other local banks. One meeting was conducted and conversations with Wells Fargo are still taking place.

Mr. Bolia made a motion to approve the March 2021 Financial Statements. Ms. Coblenz seconded the motion, which was unanimously approved.

#### c. Approval of Dekalb Private Hospital Authority March 2021 Financial Statements:

There has been no revenue collected and no activity at this time.

Ms. Coblenz made a motion to approve the Dekalb Private Hospital Authority March 2021 Financial Statements. Mr. Bolia seconded the motion, which was unanimously approved.

#### D. Housing Compliance - Contractual Services Agreement:

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.

Mr. Bolia made a motion to approve the Housing Compliance – Contractual Services Agreement. Ms. Coblenz seconded the motion, which was unanimously approved.

#### **E. CRM - Contractual Services Agreement:**

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

#### **F. 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 9<sup>th</sup> and projected to be complete by July 26<sup>th</sup>, 2021. The complete cost for the project is \$39,100.

Ms. Cobelntz made a motion to approve the Website Redesign and Hosting. Mr. Bolia seconded the motion, which was unanimously approved.

#### **G. Leadership DeKalb Sponsorship:**

Leadership DeKalb is requesting a sponsorship in the amount of \$12,500. \$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, and VP, Randi Mason is currently in the 2021 class.

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

#### **H. Public Relations – Contractual Services Agreement**

Marketing Director, Terra Washington is currently working on a brand refresh and changing the narrative of the brand. She is interested in contracting Profile PR to assist in this capacity. Profile PR is a lucrative PR company working with several government agencies including the DeKalb DA.

The full contract will be brought to the Committee for review next month.

Mr. Reddy moved to adjourn the April 6th, 2021 Finance Audit Committee meeting. The meeting adjourned at 10:11 a.m.