

**DEVELOPMENT AUTHORITY OF FULTON COUNTY
REGULAR MEETING HELD ON
TUESDAY, FEBRUARY 28, 2023 AT 2:00 P.M.
IN THE SUITE 2052 (PEACHTREE LEVEL) CONFERENCE ROOM
FULTON COUNTY GOVERNMENT CENTER BUILDING**

MINUTES

Present were the following Members of the Authority:

Mr. Michel M. Turpeau – Chairman
Mr. Kyle Lamont – Secretary
Mayor Mike Bodker – Treasurer
Dr. Mike Looney – Board Member
Mr. Tom Tidwell – Board Member
Ms. Pinky Cole – Board Member
Mr. Kwanza Hall – Board Member

Members Absent:

Mr. Brandon Beach – Vice Chairman
Ms. Erica Long – Board Member

Also present were Ms. Sarah-Elizabeth Langford, Executive Director of the Authority, Ms. Sandra Z. Zayac Ms. Ansly Moyer, Mr. Hanish S. Patel and Ms. Eunice Lim, attorneys for the Authority, and Ms. Marva Bryan, Ms. Daniella Gutierrez and Ms. Sabrina Kirkland, staff of the Authority.

Mr. Lamont gave the invocation and Chairman Turpeau called the meeting to order at approximately 2:06 p.m.

RECOGNITION OF VISITORS: Also present were Ms. Tonya Grier of the Office of the Clerk to the Fulton County Board of Commissioners and Mr. Jesse Jones of Fulton County.

COVID-19 UPDATE, GROUND RULES AND PUBLIC COMMENT: Chairman Turpeau explained that while this Regular Meeting was being conducted in person and open to the public, the Authority also had a Zoom videoconference and teleconference line available for the public in accordance with the Open Meetings Act (O.C.G.A. Section 50-14-1 (g)) in light of concerns surrounding the spread of COVID-19 in Fulton County and nearby communities and pursuant to President Biden’s Continuation of the National Emergency Concerning Coronavirus Disease 2019 (COVID-19) Pandemic and the Authority’s finding that COVID-19 conditions continue to exist in Fulton County. Chairman Turpeau further explained that in the event a quorum of Members are unable to attend in person due to COVID-19 precautions and related conditions not conducive to in-person appearance, the Regular Meeting would be held with a quorum of Members participating by videoconference/teleconference, in compliance with O.C.G.A. Section 50-14-1(g).

Chairman Turpeau explained the ground rules for participating in the Zoom videoconference and teleconference meeting. Chairman Turpeau announced that the public could visit the homepage of the Authority’s website at www.developfultoncounty.com for more information on how to submit a public comment.

Chairman Turpeau further announced that any guests that would like to be recognized as being present for the Regular Meeting should also send an email to Doris.Coleman@fultoncountyga.gov so that their

attendance may be formally documented in the minutes. Chairman Turpeau invited the public to visit the homepage of the Authority's website at www.developfultoncounty.com for the most up-to-date information regarding Authority meetings.

SWEARING-IN CEREMONY OF KWANZA HALL: Chairman Turpeau introduced and welcomed Mr. Kwanza Hall, a newly appointed Board Member of the Authority. Mr. Hall took his oath of office and was sworn into his position before Ms. Tonya Grier, Clerk to the Fulton County Board of Commissioners.

ITEMS FOR DISCUSSION:

Ohio River South Legislative Update. Mr. John Cushnie of Ohio River South appeared to provide a brief legislative update, highlighting the work that Ohio River South was doing to track relevant bills being considered in the Georgia General Assembly. Mr. Cushnie informed the Board that he would circulate weekly legislative tracking updates.

MINUTES: The minutes from the Regular Meeting held on January 24, 2023 were presented to the Authority for approval. Upon a motion made by Mayor Bodker, which was seconded by Mr. Lamont, the Authority approved the minutes as presented, with the exception of Mr. Tidwell who was absent for the vote.

PUBLIC COMMENTS: Chairman Turpeau announced that the Authority's staff had received no public comments in advance of this Regular Meeting.

OLD BUSINESS:

Modification of Woodward Academy, Inc. Project, Series 2002 Bonds. Ms. Louise D. Mann of Woodward Academy and Mr. Carlos Encinas of Alston & Bird LLP appeared in connection with the request to approve the modification of the variable rate on certain outstanding obligations from a formula that uses the London Interbank Offered Rate ("LIBOR") as a reference index to one that uses a replacement reference index. More specific details are described in the Resolution included as part of this item posted on the Authority's website. Upon a motion by Mr. Lamont, which was seconded by Dr. Looney, the Authority unanimously approved the modification.

Modification of St. Georgia Village CCRC Project, Series 2014 Bonds. Mr. Ben Brooks of Smith Gambrell & Russell LLP appeared in connection with the request to approve the modification of the variable rate on certain outstanding obligations from a formula that uses the London Interbank Offered Rate ("LIBOR") as a reference index to one that uses a replacement reference index. More specific details are described in the Resolution included as part of this item posted on the Authority's website. Upon a motion by Mayor Bodker, which was seconded by Mr. Hall, the Authority unanimously approved the modification.

REPORTS AND PRESENTATIONS:

Update from the Executive Director. Ms. Langford informed the Board that she was working with the Authority staff to consider and pursue new economic development opportunities and provided an update that she would be attending a south metro development event with representatives from different counties. Ms. Langford then introduced Ms. Daniella Gutierrez, the new Marketing and Community Relations Manager of the Authority. Ms. Gutierrez laid out marketing objectives and proposed marketing methods for the Authority in a comprehensive presentation, a copy of which is attached hereto as Exhibit A.

Committee Updates. On behalf of the Executive Committee, Chairman Turpeau informed the Board that the Committee had no updates at this time.

On behalf of the Financial Review/Audit Committee, Mayor Bodker informed the Board that the next Committee was scheduled for March 20, 2023, and provided an update on cash flow and income and stated that expenses were aligned with budget.

On behalf of the Strategic Initiative Committee, Mr. Lamont stated that the Committee would work to schedule a meeting in March.

Due to Ms. Long's absence, there was no report for the MFBE Committee.

NEXT MEETING:

Chairman Turpeau announced that the Authority's next Regular Meeting is scheduled for Tuesday, March 28, 2023 at 2:00 p.m. Chairman Turpeau announced the Regular Meeting would likely be held in person and reminded the public to visit the Authority's website at <http://www.developfultoncounty.com> for updates on upcoming meetings.

A motion to adjourn the meeting was made by Mr. Lamont, seconded by Mayor Bodker, and approved by all Members present.

There being no further business to discuss, the meeting was adjourned at approximately 2:45 p.m.

Kyle Lamont
Mr. Kyle Lamont, Secretary

Exhibit A

(See Attached.)



DAFC

DEVELOPMENT AUTHORITY
of FULTON COUNTY

22 MARKETING 23 PROPOSAL



REIMAGINING OUR FUTURE

OVERVIEW

The Development Authority of Fulton County (DAFC) is approaching its 50th year in business.

Since its inception, the DAFC has supported numerous projects that have been highly fruitful for Fulton County; nonetheless, we have stumbled as well.

Under new leadership, the DAFC is stepping up to a future of "great business," forging a new path filled with accountability and growth for our organization and leaving behind everything that doesn't align with our most authentic purpose.





OUR CURRENT MISSION STATEMENT

To stimulate quality economic development, expand and diversify the tax base, provide quality jobs, retain existing businesses, and sustain the quality of life for residents throughout Fulton County.

What will be our vision for the future?

For the now?

What do we want to be known for?

MARKETING OBJECTIVES

1

Reposition the DAFC as a trustworthy and forward-thinking organization.

2

Create awareness and highlight the resources and opportunities DAFC offers.

3

Establish and nurture strong community relationships to increase our reach and brand recognition.

How Are We Going to Communicate?



2023-2024 MARKETING & COMMUNICATIONS TOUCHPOINTS



Digital Presence

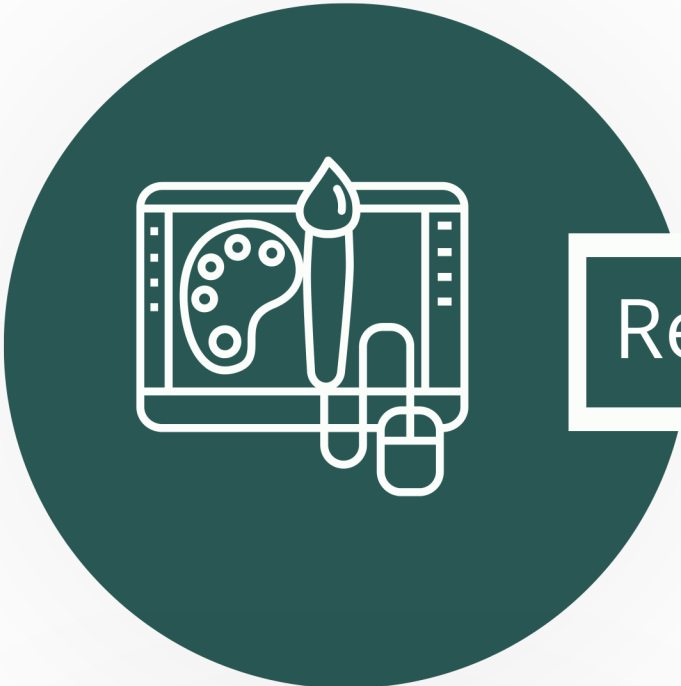


PR & Media Relations



Events & Partnerships with Local Community Organizations

2023-2024 INITIATIVES



Rebranding



50th Anniversary & New Brand Launch Event



REBRANDING

Why?

- Continue building up our credibility
- New leadership and a significant milestone (50th Anniversary)
- Authentically connect with the people in our community
- Reshape narratives

PROCESS



WHAT'S HAPPENING IN OUR INDUSTRY

MIGHTY MISSISSIPPI

Grow Your Business in Mississippi | International Trade & Investment | Entrepreneurship & Innovation | Minority and Small Business

UNTAPPED OPPORTUNITY

Mighty Mississippi

Discover untapped opportunity in a state with low costs, access to key markets, streamlined regulations and hardworking, welcoming people.

Incentives | Sites & Buildings

WELCOME TO MIGHTY MISSISSIPPI
Hard to spell, easy for business

MIAMI DDA

Media and Press Center | Public Meetings | Focus Areas | Community Resources | Explore Downtown | About Us | Event Calendar

Epicenter of the Americas

Discover the Possibilities

LIVING | DOING BUSINESS | EXPLORING

Living in Downtown Miami

Whether you are a current resident or are looking to become one, we want to help you En Vogue with everything that is happening from the arts and food scenes to the ins and outs of major projects transforming Downtown Miami.

Small Business & Loan A... | Getting Around Town | Community Resources | Dine

SAVANNAH
Economic Development Authority

DO BUSINESS HERE | INDUSTRIES | RESOURCES & DATA | SAVANNAH STORIES | ABOUT SEDA | CONTACT

Where Business Feels Right at Home.

Locate Here | Grow Here | Launch Here

WORKFORCE AT A GLANCE

SAVANNAH CHATHAM MANUFACTURING CENTER
774 Acre Industrial Development Tract

463,000 available workforce within a 60-mile radius

4,000 military members transition to civilian workforce annually

74,000+ students pursuing higher education at 17 colleges and universities

Decide DeKalb
Development Authority

Home | How We Help | Our Community | Our Partners | News & Events | About Us | Get In Touch

It's a Great Day in DeKalb County

IGNITE & Unite in DeKalb

And what a privilege Decide DeKalb Development Authority has to work on economic development each and every day. As we settle into the 2023, it is important that we acknowledge some highlights. While our full annual report is coming soon, we hope you share our sentiments of creating a brighter 2023! Together we hope to Ignite and Unite to make a difference in DeKalb!

SIGN UP FOR OUR NEWSLETTER

Watch the video for a snapshot of another great year of investments and job creation in DeKalb

145 Schools and Educational Centers

44.2% of Residents 25-years-old and up have a Bachelor's Degree of Higher

\$62.4K Median Household Income

NYC/EDC

Why NYC | Doing Business | Explore Projects | Meet NYCEDC

Building Strong Neighborhoods. Creating Good Jobs.

Learn More

SOTC 2023

Rebuild, Renew, Reinvent: A Blueprint for NYC's Economic Recovery

NYC: A Global Leader in the Life Sciences

NYC Ferry Now Serving All Five Boroughs

AEDA
Augusta Economic Development Authority

Life in Augusta | Business & Industry | Site Selection | Locate & Expand | About Us

THE NEXT BIG THINGS

We're the Augusta Economic Development Authority and we provide site selectors, domestic and international businesses and local partners with forward momentum.

LET'S GET STARTED

The Middle of Everywhere

Perfectly positioned for logistics, manufacturing, tech and medical endeavors, Augusta, Georgia boasts an enviable location with a deceptively low cost of living and high quality of life. Approximately 3 hours from Atlanta, Charleston, Savannah and Charlotte, Augusta has arrived as a destination for smart business.

EXPLORE LIFE IN AUGUSTA



50th Anniversary & New Brand Launch Event

Why?

- The perfect excuse to reintroduce ourselves
- Remind our communities and partners of our new vision for the future
- Highlight our initiatives and policies such as the Minority & Female Business Enterprise policy
- Integrate and feature our communities and strategic allies
- Generate positive publicity for our organization

DETAILS TO CONSIDER





DAFC

DEVELOPMENT AUTHORITY
of FULTON COUNTY

THANK YOU!



REIMAGINING OUR FUTURE