

MINUTES – MEETING NOVEMBER 17, 2022

BROOKS COUNTY DEVELOPMENT AUTHORITY

Darren Yearby called the meeting to order at 5:02pm. Board members Derren Yearby, Erin McKenzie, John LaHood, and Jack Harrell attended meeting on ZOOM, along with Executive Director (E.D.) Stephanie Williams.

Minutes

Copies of the minutes of the Special Called meeting held October 10th were reviewed. Jack Harrell motioned to approve the minutes of the meetings as presented; seconded by Erin McKenzie; unanimously accepted.

Financials

Chairman Derren Yearby moved to the review of the October financials. Erin McKenzie made a motion to approve the financials as presented; seconded by Jack Harrell; unanimously approved.

Old Business

Mr. Yearby moved to old business. E.D. Williams discussed the Rayonier, wherein the company has fulfilled the terms set in the lease agreement regarding the number of employee/ positions and investment. The paperwork is ready but, Williams stated she had been having difficulty getting ahold of someone with their office to complete the transaction.

Regarding Aviagen, Williams stated that according to the lease agreement signed in 2019, Aviagen could continue to add to the abatement until December 31, 2023. Since 2020, Williams had been trying to get the information for the transfer of personal property for the Bill of Sale so it could be deeded over to the Development Authority for tax abatement. Williams has finally received this information, the Bill of Sale is being signed and the deal is expected to be closed out from the Development Authority's end within the next week or so.

New Business

Mr. Yearby moved to New Business.

- A. Steven Heddon with Fusion Creative Marketing made a presentation and submitted a proposal for a multi-phase marketing and branding package that would include the first phase of a Feasibility Study, a second phase of a brand analysis and workshop and a potential third phase that might include long-term marketing strategies.

The total costs: Phase One is: \$2000

Phase Two: \$12,000

The focus of the Feasibility Study is Tourism and Economic Development as well as marketing and branding strategies in Brooks County to leverage underutilized resources and opportunities for economic growth.

Erin McKenzie made a motion to approve the expenditure for Phase One, to be delivered in February, and at that time, the Board will make a decision to either approve or disapprove Phase Two; seconded by Jack Harrell; unanimously approved.

- B. E.D. Williams discussed Community Heart and Soul, a "resident-driven process that encourages the entire population of a town in identifying what they love most about their community, what future they

want for it, and how to achieve it.” Williams explained that she had visited Thomas-Upston, Georgia’s first Heart and Soul Community (County). Terrell County is currently beginning the same discussions, and Williams expressed an interest in pursuing CH&S to enhance public participation, community development, and thereby enhance economic development. No motion needed at this time.

- C. E.D. Williams discussed District One’s vacant position, which was previously held by Mr. Tim Crosby. The only applicant has been Mrs. Peggy Howard. John LaHood made a motion to table the decision to recommend Mrs. Howard for appointment, as there were no other applicants; Erin McKenzie seconded; John LaHood, Erin McKenzie, Derren Yearby voted Aye; Jack Harrell voted Nay; motion passed to table.
- D. The Board of Directors discussed needing a new CPA for various reasons. Erin McKenzie voted to allow E.D. Williams to begin looking for another CPA qualified to handle government entities; seconded by Jack Harrell; unanimously approved.
- E. E.D. Williams discussed needing to RFB for the Industrial Park mowing contract as soon as possible, but that there is some information Williams needed to gather beforehand. No motion needed at this time.

Reports

E.D. Williams gave brief reports regarding the following:

- The Barwick Downtown Façade city project, which was scheduled for Nov. 19th, has been cancelled till Spring 2023.
- Dec. 1- Quitman Open House with the Chamber of Commerce
- Dec. 2- Movie on the Courthouse lawn
- Dec. 3- Morven Bingo night (3pm until)
 - o Christmas at the Courthouse and Parade (4-7pm)
- Dec. 10- Barwick- Christmas at the Park
- The next Brooks County Community Economic Development Summit is scheduled for December 9, 2023 at the Board of Education.
- Williams discussed the regional collaborative partners with the Development Authority and her excitement in building those relationships.

Motion to adjourn carried by Erin McKenzie; seconded by Jack Harrell; unanimously approved.

Respectfully Submitted:

Secretary