GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT
BOARD OF DIRECTORS MEETING MINUTES

Peachtree Corners City Hall – Council Chambers
310 Technology Parkway, Peachtree Corners, Georgia 30092

Thursday, February 20, 2020 | 2:00 pm – 5:00 pm

Compiled by:
Commissioner’s Office
Georgia Department of Economic Development
75 Fifth Street N.W., Suite 1200
Atlanta, Georgia 30308
Phone: 404.962.4003  Fax: 404.962.4009
Pursuant to notice duly given, the Board of Directors of the Georgia Department of Economic Development met on February 20, 2020, 2:00 pm, at Peachtree Corners City Hall.

**Attending Board Members**

1. Pedro Cherry
2. Jaclyn Dixon Ford
3. Amy Kelley
4. Jake Carter
5. Steve Syfan
6. Larry Hanson
7. Jay Neely
8. June Wood
9. Mat Swift
10. Mark Bassford
11. Mitch Malcom
12. Eric Johnson
13. Hodges
14. Ron Garrard
15. Randy Hatcher

**Attending Advisors**

1. Anne Kaiser
2. Sean McMillan
3. Kevin Shea
4. Pat Merritt

Chairman Jay Neely called the GDEcD Board Meeting to order at 2:05 pm. He gave notice that we would not be voting on officers at this meeting and would like to extend the nominations until our next meeting.

Chairman Neely then called for a motion to approve the minutes from the December 4, 2019 meeting. The minutes of the December 4, 2019 meeting were unanimously approved.

The Chairman then called on Brian Johnson, City Manager, City of Peachtree Corners, to welcome the board. The city of Peachtree Corners is seven and a half years old with intelligent mobility and a smart city living lab. There are less than 50,000 people, five city employees paid through a third party. There are inter-government contracts, low cost of living, and no property taxes.

Tech Park Atlanta, the first of its kind in the metro area, was established to try to keep tech graduates in the area. In the beginning, it was only tech companies because of the synergy that it created. Now the park is 500 acres, with 8,000 + employees, and 1,000 housing units with a live, work, play concept. Down the road (which the City owns) about 1 ½ miles is the Curiosity Lab. The road is used for autonomous vehicle testing and demos which run on fiber optic. It is a “city street of the future.” The two middle lanes are used for regular motoring vehicles. This is a public/private partnership – the infrastructure is owned by the City and the technology is private. Some of the things that make this all possible is intelligent street lights, a robust 5G network with Sprint, 5G video cameras (with object in way
The lab was created in September 2019 for economic development purposes. There is 1,400 square foot and two full service hotels. Right now there are three tech research projects going on. Companies talk and benefit from being in the same place where they have access to the design lab, education space, new buses, and tech classes.

There are connected vehicles, Olli shuttles, e-scooters, drones, and package and food deliveries using autonomous vehicles. Coming soon: solar roadway testing – Georgia Power connecting to solar charging.

Also available while using the lab:
- Free 5G
- Confidentiality protection
- City has no interest in intellectual property
- Insured for driver and non-driver vehicles

Why it works: City revenues come from business licenses and sales taxes. The City doesn’t own vehicles. There is no insurance because the employees are on contract. No legacy costs from an older city. No permitting process. No debt. Citizens are always reminded of the value and they trust the government. Elected officials make brave innovative decisions.

Next, Chairman Neely called on the panelists to speak about Smart Cities, Smart Mobility.

**Moderator: Cynthia Curry, Director of Smart Cities Ecosystem for the Metro Atlanta Chamber of Commerce**

**Denise Quarles, Head of External Affairs, SE Region**
Siemens

**Allie Kelly, Executive Director**
The Ray

**Christine Primmer, Smart Cities Program Manager**
Georgia Power

**Brandon Branham, Chief Technology Officer & Assistant City Manager**
Curiosity Lab at Peachtree Corners

**The Ray** - Allie Kelly spoke about Interstate 85 in West Georgia – 2019 living lab.
- Renewable
- Wire EB charging
- Vegetation lab ground covering (Kia)
- Smart projects
  - Tire safety
  - Recycled asphalt from rubber
  - Megawatt solar – 4 acres of solar on the roadside

**Georgia Power Smart Cities** – Christine Primmer spoke about smart cities using technology to solve problems. Enhanced cities with LED, smart lighting controls, cameras, sensors, incident detection, and smart neighborhoods. She stated that we should embrace new technology as soon as possible, do testing, and incorporate it quickly.
Peachtree Corners – Brandon Branham spoke about smart parking, e-scooters, utilities, and planning for the future.

**What can the state do to help?**
- Sustain equipment, roadside radios, critical improvements with dual mode, the “brain” in the cloud.
- The Lt. Governor’s Innovation Council – keep it up.
- Improve bridge conversations
- Funding concepts (models)
- Funding mechanisms to sustain innovation
- No driver required – the politics in the way
- Combined funding mechanisms

**What are the threats to the mission?**
- Cybersecurity – we need standardized security without prohibiting innovation
- Charging infrastructure
  - There will not be gas vehicles in China in 2023, the UK in 2025, France in 2040
  - Connected vehicles are not gas
- Policy upgrades – EV charging lanes are ready to go. Car charges while driving. This is still being held back by 1960’s politics.
- Alignment of stakeholders – Government to government
- Administration changes – we need to be driving things forward

**How do we use our effort for economic development?**
- Georgia Power
  - Technology smart cities and communities outside of large cities
  - 8 active Georgia projects
  - Local capacity to innovate investment in technology – grants
- Peachtree Corners
  - Marketing unique environments with a government that does not say no
- The Ray
  - Interstate living lab – the only one in Georgia
  - GDEcD’s asset map
  - Innovation eco system map
  - Mobility as a service
  - Georgia Power battery recycling
  - The best AV policy
  - Assets, innovator, supply chain

**Who is against the new policy?**
- Companies who want to service gas vehicles – truck stops, convenience stores
- Petro companies – how do they win?
  - Field transition opportunities
• Fuel is imported 100% but with electricity they can be self-sufficient – electricity is coming fast

Standardized charging – work with other OEMs
  • Using state roads for wireless charging
  • The ports, airports, fleets
  • HB 732 – tax credit for electric vehicles
  • Fuel formulas
    o DOT makes more money on electric – connected vehicle usage fee
  • Funding resources that move us forward

Other states:
  • UPS high power 500K charging for 300 miles
  • Port in Louisiana charges while in truck que
  • Lyft: 50 program vehicles that are leased can use free charging

Next on the agenda was Scott Hilton, Executive Director - Georgians First Commission, to speak on Economic Expansion Through Regulatory Reform.

The Georgians First Commission is an advisory board of 18 small business owners who work to cut red tape and grow small businesses. They work to streamline unnecessary regulation policies impacting small business to make Georgia #1 for Small Business. It was established by Governor Brian Kemp on January 14, 2019.

• Turn common themes into task forces
• Regulatory reform
• Market state resources
• Cut/decline restrictions
• Get rid of layered rules and regulations
• Federal vs State
  o Regulatory reset – tell us why it comes back
• Government that talks to you not at you
• Journey map is crazy – we need a one-stop shop where all agencies talk
• State wizard app is almost ready – will be able to see all licenses, fees, permits in one place
• Initiative – procurement practices
• Help spread the word in the chamber meetings, rotaries, business associations
• Cut through the clutter
• Clean up what’s on the books now
• Make Georgia the Number 1 State for ALL Businesses
• The state will serve as a model and will take care of some of the local issues

Chairman Neely called on Commissioner Pat Wilson to present the Commissioner’s Report:

FILM
• In November 2019, Governor Brian Kemp created and named the members of a new Film, Music and Digital Entertainment Advisory Commission, and on Jan. 14, 2020, Representative Terry Rogers was named chairman of the Commission.
  o The first meeting was held at the Capitol on Jan. 23, at 1:30 p.m.
Georgia has started the year off with quite a bit of production activity—we are currently hosting 10 feature films and 34 television projects.

GLOBAL COMMERCE
- In January, Georgia earned the No. 1 ranking for workforce development in the South Atlantic Region, according to Site Selection Magazine's 2020 Workforce Development Rankings.
- The first announced supplier for SK innovation (the $1.67 billion, 2,000 jobs battery manufacturing plant announced in late 2018) in Jackson County was announced last month.
  - Enchem Ltd. is a Korean technology leader specializing in the development and manufacturing of electrolytes for rechargeable batteries and electrostatic double-layer capacitors.
  - Enchem will build two new manufacturing plants in Jackson County, creating more than 300 jobs and investing $61.35 million in the project.
- The Regional team is now fully staffed, with new project managers in Regions 2, 4, 5 and 9 to provide on-the-ground support for Georgia companies looking to expand and grow.
- Just this morning, Governor Kemp announced the expansion of Mannington Mills in Calhoun, Georgia. Thanks to increased customer demand for domestically produced luxury vinyl flooring, this long-time Georgia partner has announced 268 new jobs and a $22 million expansion.
  - This is another example of how GDEcD works hand-in-hand with our existing industries to help increase productivity and find new paths to success.

CENTERS OF INNOVATION
- In cooperation with the GDEcD Film Office, COI is working with Donatello Arm, a company located at Eagle Rock Studios in Norcross, to assist their activities in robotic photo/video systems.
  - COI Manufacturing connected the company with the Georgia Tech Institute for Robotics and Intelligent Machines to continue the development of robotic photography and videography applications, while COI Logistics and Advanced Technology Development Center (ATDC) are engaged to assist in other need areas.
- COI is working with the University System of Georgia and the Georgia Research Alliance on a pilot project to begin in early 2020 to build a portal to help Georgia companies more easily connect with university research and intellectual property created by the $2.3B in annual university research.
- The COI Team visited the University of Georgia to learn more about their plans for the Innovation District, an interdisciplinary initiative that seeks to create an environment for greater innovation and economic development.
  - The COI team toured Studio 225, the university’s Center for Entrepreneurship and met with the Innovation Gateway team whose primary responsibility is technology transfer and research commercialization.
  - COI Associate Director David Nuckolls was also a panelist for their Innovation District seminar series focused on the Georgia Startup Ecosystem.

INTERNATIONAL RELATIONS
- Last month, the International Relations team organized the Governor’s trip to Germany. Just like his last trip to Korea, he hit the ground running and packed a lot into a short visit.
  - We celebrated the opening of a new location of GDEcD’s office in Munich, and met with major automotive companies like Porsche and Mercedes to talk about their plans for the
future of the industry with electrification and how Georgia can help support their growth in the space.
  o The First Lady met with a group working to combat human trafficking in Germany, learning some new information in the global fight against that terrible industry.
  o And we spent one last day meeting with prospects and other existing industry companies, like Haring in Hart County and Hansgrohe in Forsyth County.

- Yesterday, the International Relations team also traveled to Savannah to present a training session about protocol and cross-cultural relations and meet with members of their new city council and
  o They also ran a second training for members and partners of the World Trade Center-Savannah.
  o Please know that if your chamber or business communities are interested in hosting a session like this one, our small but mighty IR team is happy to help.

TRADE
- Georgia set a new record for exports and global trade in calendar year 2019, as the state’s diverse industry base and global connectivity continue to drive competitiveness. We announced:
  o $41.2 billion in exports
  o $143.3 billion in overall international trade
- Georgia again surpassed the previous record-setting year in 2018, with a 2.87% increase in total trade and 1.5% increase in exports, even as overall U.S. exports contracted slightly.
- GDEcD’s international representatives from 12 global markets will travel to Georgia this March to participate in client meetings, visit communities, and raise awareness of the importance of Georgia’s global connections.
  o This annual event provides the opportunity for Georgia’s global team to come together to network and share best practices with one another and the state. The state’s international representatives assist Georgia companies with market intelligence, customized export assistance, and identify potential partners/customers in their respective markets.
  o The reps will make community visits in Macon, Savannah and Dublin during their week in Georgia, as well as marking International Day at the Capitol on March 31st.
  o If you’d like more information about this year’s reps week, please see Mary Waters.

MARKETING & COMMUNICATIONS
- The Marketing & Communications division completed more than 30 creative projects to support SEUS-Japan in October, producing hundreds of pieces of collateral, as well as backdrops, banners, public relations and digital outreach.
- In advance of the Global Commerce digital advertising campaign set to run in South Korea, new Korean language subpages on Georgia.org were built out, and content such as case studies and success stories from Korean companies locating in Georgia translated.
  o The new pages, which expanded upon the in-language content already available, focus on quality of life, Georgia’s global advantages, the state’s logistics industry, our pro-business policies and our unparalleled workforce.
- Search engine marketing and optimization led to the strongest Q2 for traffic driven to ExploreGeorgia.org. This period is usually our lowest visitor and page view quarter.

RURAL GEORGIA INITIATIVES
- In the second quarter of FY2020, the Rural Georgia Initiatives team assisted in 142 collaborative efforts by providing support to rural communities with a focus of promoting these communities for economic development opportunities.
• RGI met with three rural economic development state teams—Utah, Tennessee, and Florida—to share best practices.
• Be on the lookout for the RGI video promoting rural Georgia businesses and rural living rolling out in the next few weeks.

GEORGIA COUNCIL for the ARTS
• In November, GCA awarded seven organizations with a Cultural Facilities Grant. A total of $280,000 was awarded to arts organizations across the state to support the construction, renovation or acquisition of a building, or the addition of equipment to support arts programs.
  o City of Swainsboro, Emanuel County - $75K grant to fund electrical, HVAC & plumbing to restore their historic theatre.
  o Albany Museum of Art, Dougherty County - $49K grant to replace permanent collection storage equipment lost in the tornado.
  o Arts Clayton, Clayton County - $60K grant to fund the construction of a covered entrance with an American with Disabilities Act-approved ramp.
Explore Georgia

Recent Successes:
- On Jan. 21, Governor Brian P. Kemp and hundreds of our dedicated statewide partners joined us in celebrating the record 111.7 million visitors to Georgia in 2018 and the economic impact they brought to the state at the annual Tourism, Hospitality and Arts Day at the State Capitol.
  - During the event, our Explore Georgia team debuted the 2020 Explore Georgia Travel Guide.
- Georgia recently launched its new industry site: the Explore Georgia Tourism Industry Portal — formally Market Georgia.
  - Within the first two days of its launch, we saw a more than 110% increase in page views and a 146% increase in time spent on site!
  - Partners are congratulating and praising the team on the new site, which gives our partners access to information, including the tourism strategic plan, research reports, TPD reports, advertising opportunities, as well as the new, and much improved Event Impact Calculator.
  - Find the portal online at: industry.exploregeorgia.org
- Start of the new 2020 Invitation to Explore campaign: A few weeks ago, Explore Georgia’s 2020 Invitation to Explore media campaign began.
  - The campaign will continue to use User Generated Content (UGC) sourced from travelers within the state and has evolved to include the new Explore Georgia branding.
  - This year’s media will be focused in key origin markets, including Atlanta, Orlando, Tampa, Jacksonville, and Birmingham.
  - The advertising will run across multiple channels including digital, outdoor, and OTT (digital/streaming TV).

From Q2
- Explore Georgia awarded $64,000 Tourism Product Development Grants to seven new tourism projects.
- Explore Georgia announced the recipients of the new Regional Visitor Information Center (RVIC) Grant Program. Eight entities from across the state received more than $14,000 in financial assistance for visitor marketing.

Chairman Neely adjourned the meeting at 5:05 pm.

Respectfully Submitted:

Jay Neely
Board Chairman

Board Secretary