GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT
BOARD OF DIRECTORS MEETING MINUTES

The Inn at Serenbe
10950 Hutcheson Ferry Road, Chattahoochee Hills, GA 30268

Wednesday, February 15, 2023
2:00 pm – 4:00 pm

Compiled by:
Commissioner's Office
Georgia Department of Economic Development
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Pursuant to notice duly given, the Board of Directors of the Georgia Department of Economic Development met on February 15, 2023, 2:00 pm, The Inn at Serenbe.

Attending Board Members

1. Drew Ellenburg
2. Eric Johnson
3. Dennis Chastain
4. Mat Swift
5. Marisa Simpson
6. June Wood
7. Dwight Evans
8. Nick Masino
9. Randy Hatcher
10. Mulham Shbeib
11. Julie Hunt
12. Jay Wells
13. Jake Carter
14. Allen Hodges
15. Jaclyn Dixon Ford

Chairman Jay Neely called the GDEcD Board Meeting to order at 2:03 pm and welcomed the board, advisors, senior staff, and guests to Serenbe.

Chairman Neely then called for a motion to vote on the minutes from the December 2022 meeting.
- Motion to approve by June Wood, Seconded by Mulham Shbeib
- Approved 14-0

Chairman Neely called on Sara Gershon, Deputy General Counsel – GDEcD, to present a resolution to be voted on by the Board.

GTC RLA Resolution
Motion to approve by Eric Johnson, Seconded by Marisa Simpson
- Approved 14-0

Next, Chairman Neely introduced two new members: Nick Masino and Dwight Evans.

Chairman Neely called on Steve Nygren, Founder - The Inn at Serenbe

Steve welcomed the board to Serenbe. He said that he arrived to do a tour and bought the farm. Serenbe means: be still and simply be – serenity. They broke ground in 2004 and changed the zoning. In 2005 the first were in and now there is a population of 1,200. There will eventually be 30,000 houses on the 40,000 acres. Serenbe is a walkable community where residents get to live among nature. It wasn’t long before people started coming from all over. People bought homes in Serenbe but had offices in places like New York. Hollywood started renting because of the environment and health food; they started putting contracts on houses. There is a rule – no photos without a permit, so there are no paparazzi. Acton Academy is on the grounds where resident’s children attend school. 20-25% has to have a scholarship to attend.
Plans for the next 20 years include: nature and wellness, connection to each other, and connection to wellness. When talking about growing the landowners were divided. Some wanted the bulldozers and some did not.

They disturbed 200 acres, it is 70% tax producing 60% of the taxes. There are full time fire and police. The mileage rate has been rolled back two times.

Chairman Neely called on **Commissioner Pat Wilson – GDEcD**, to present the Commissioner’s Report

Welcome and thanks to our Board for being here today. Welcome to our new members, and thank you for the introductions, Jay. Thank you to Steve Nygren and the Serenbe team for your work on this event and providing Georgia with such an incredible development.

The General Assembly is underway, so Josh Stephens will brief you there, meaning I’ll stick to Department news.

First – your Board Book in front of you covers Q2 of the fiscal year: that’s October through December. Some of what I’ll cover is from that timeframe, but we have more news since this report that I’ll touch on as well. Please do refer to your book for a more complete picture of news and upcoming events – take it home. Let us know if you have questions.

**Council for the Arts**

- Over these past few years, we’ve had a lot of records set – and broken.
- The Georgia Council for the Arts team has set its own record.
- For FY23 grants – since they operate a year ahead on funding, they have awarded:
  - 329 grants,
  - With an 87 county reach,
  - Distributing $4.5 million to education, nonprofits, local governments, and other facilities.
- This is an incredible record, making a difference for our communities.
- We also have a deadline of March 3 for our FY24 Arts Education grant, so please help us make sure the word gets out in your communities. Our website: gaarts.org has more details.

**Center of Innovation**

- The Center of Innovation has finished its first-ever Economic Impact Study with Georgia Tech’s Center for Economic Development Research.
  - The Center of Innovation has long had a Commercialization Grant, where a company partners with a university in the state to help commercialize a new product or service.
  - This grant primarily goes to small and medium-sized businesses seeking to address a challenge in their own business, using the expertise available both from the Center and the university partner.
  - The study showed that since 2018, while nearly $250,000 was awarded through this time through this grant opportunity, $25 million in new investment was created by the companies utilizing the Center’s Commercialization Grant.
- We also want to remind everyone that we’re preparing for the 2023 Georgia Logistics Summit, to be held on March 8 at the Savannah Convention Center.
Sponsorships and event tickets are incredibly strong for this event, which was the first of its kind for a state to host when we began it in 2009.

- This year’s Summit will focus on the Port, supply chain visibility, and logistics technology.
- If you want to know about our Speakers, see David Nuckolls. Space is filling very quickly, so if you’re interested in registering, do so soon at GaLogisticsSummit.org.

**Film**

- During the last quarter, another studio infrastructure project was announced in Georgia: BlueStar Studios.
  - The Studio will locate in Forest Park at the former Fort Gillem site, featuring 18 soundstages.
  - It is slated to open in late summer 2023.
- The record-breaking $4.4 billion spent by the film industry in Georgia last year would not have been possible without private companies’ tremendous investments in the state’s film infrastructure.
- Georgia is poised to soon offer the highest square footage of stage space in the United States.
- Obviously Fulton County sees a lot of film action, and at Serenbe:
  - The second movie in the “Divergent” series turned Serenbe into a community featured in the film.
  - The entire process here took about 8 weeks, and the barn at the Serenbe Stables served as the backdrop for the City Hall.
  - During 3 weeks of filming, the population of Serenbe doubled with crew and extras, and they fed around 500 people a day.
  - The director and producer stayed here, as did the stars.
  - Serenbe was the first 18 minutes of the movie.
- Additional fun fact: Georgia-lensed “Black Panther: Wakanda Forever” has overtaken female-led superhero films “Captain Marvel” and “Wonder Woman” to become the highest-grossing movie with a female superhero as the lead at the U.S. box office.
  - Disney hosted an advanced screening of the film at the Fox Theatre in November, welcoming many of the crew to the event.
  - 3,000 Georgians worked on set and behind-the-scenes of this film.

**Global Commerce**

Governor Kemp announced in January that already in the first half of the fiscal year, the State has secured $13 billion in investment through new economic development projects and expansions.

- We are seeing excitement and numbers unlike anything we’ve seen before.
  - This $13 billion investment includes:
    - 17,500 jobs
    - 218 locations
- Areas outside the 10-county metro Atlanta region accounted for:
  - 85 percent of jobs created and
  - 92 percent of investments during the period.
- And in addition to automotive, the trends are continuing to include a diverse group of projects, primarily in:
  - Advanced manufacturing
Aerospace and Food processing

Since the first-half numbers were announced, we’ve also announced millions in projects across the state, including:

- Solar panel manufacturer Qcells in NW Georgia – Bartow & Whitfield counties.
- Sustainable building materials manufacturer Green Georgia LLC in Upson County!
  - Renewal by Andersen, the full-service window replacement division of Andersen Corporation, in Henry County.
  - AND – two more Hyundai Motor Group Metaplant America suppliers that will locate in Bulloch and Chatham counties.

### International Trade

Georgia’s international trade numbers in 2022 confirmed what we already knew: Georgia is a global gateway and a logistics hub for the Southeast, connecting the U.S. to markets across the world.

Georgia had our second-consecutive record-setting year for trade in 2022.

- Total trade:
  - Exceeded $196 billion
  - across 221 countries and territories
  - We maintained our #7 ranking among all 50 states

But the biggest story is exports: Companies in Georgia broke the 2021 export record by nearly $5 billion.

- The state exceeded $47 billion in exports, an 11% increase compared to 2021.

As the result of a consistent focus on long-term international partnerships and global opportunities – a vision shared across numerous elected officials in our state – exports from Georgia have grown by 25% over the last decade.

State and federal leaders on both sides of the aisle came together to invest in our logistics advantages – creating new opportunities for Georgia’s business community.

- The Port of Savannah welcomed four new Ship-to-Shore cranes last week – the largest on the East Coast – to handle what’s happening across the Southeast.

Our team led by Deputy Commissioner Mary Waters opens the doors for companies to achieve transformational success and leads to positive effects for their local community, and I’m excited to see what we can accomplish next.

### Marketing, Communications & International Engagement

Glad to RE-introduce our new Marketing Division Director Caio Street. Caio comes back to GDEcD after gaining other meaningful experience for several years.
His marketing background includes both agency and client side work, and he holds an MBA in international business and an MFA in graphic design.

He worked with us some time ago, helping the then-Centers of Innovation with their branding when they first came to be housed at GDEcD.

This team continues to produce results for all of our teams in marketing and creative design.

We also have our International VIP Tour coming up in a few weeks’ time.

For over 30 years, we have sponsored this event as an opportunity for the members of the Consular Corps to draw closer ties with their colleagues, as well as to see and experience a region of Georgia, making contacts in a myriad of industries across the state.

- In addition, the tour affords the host region a unique chance to promote its communities to a top-level international audience.
- From March 7th through 9th, the International Relations team is taking the Consular Corps to South Georgia:
  - Albany
  - Thomasville
  - Valdosta, and
  - Stops in Macon and Warner Robins and a few points in between.

**Tourism/Explore Georgia**

While 2022 data is still unofficial, Georgia outperformed all national averages in visitation:

- +2.5% higher than the national average in road trips,
- ATL air travel nearly 24%
- Hotel occupancy +5.6%
- Travel spending +20%

On Monday, Governor Kemp and Explore Georgia unveiled our state’s 2023 Official Travel Guide at the Georgia State Capitol.

For the first time in more than a decade, the guide features multiple covers:

- Amicalola Falls
- Jekyll Island’s Driftwood Beach
- Savannah’s Waterfront
- Providence Canyon State Park in west Georgia

Thank you all for serving our state through our Board. We look forward to the panel discussion this afternoon with Select Fulton, Aerotropolis Atlanta, CareerRise, and Mayor Tom Reed of Chattahoochee Hills.

We also want to thank Samir Abdullahi at Select Fulton for his help with today’s program.

Chairman Neely called on Joshua Stephens, Director of Governmental Affairs, GDEcD, to present the Legislative Update:

- It is day 19 of the 40-day legislative session
• The amended FY23 budget is currently in Senate Appropriations while the big budget FY24 is in House Appropriations
• Crossover Day is set for March 6
• Sine Die is set for March 29
• $2,000 raises for state employees
• This year we have a new legislature, new Speaker, and a new Lt. Governor
• Senator Brandon Beach is now Chairman of the Economic Development Committee
• Bills
  o Workforce
  o Tax programs
  o Development authorities
  o EV charging infrastructure
• 500+/- bills
  o 150 Senate Bills
  o 350 House Bills
  o 306 House Resolutions
• House Bill 237 names the South East, Georgia Soap Box Derby in Lions, Georgia as the Soap Box Derby of Georgia

Next, Chairman Neely called on Brett Lacy, Deputy Director, Select Fulton Department of Economic Development, to introduce the panel on Collaborative Regional Economic Development

Moderator: Brett Lacy, Deputy Director - Select Fulton Department of Economic Development
Shannon James - President & CEO - Aerotropolis Atlanta Alliance
John Helton - President & CEO - CareerRise
Mayor Tom Reed - Chattahoochee Hills

The panel discussed how the Aerotropolis Alliance has brought together public, private, and non-profit partners to solve Economic Development Challenges for South Atlanta.

The Aerotropolis Alliance is a mini regulatory commission of Hartsfield Jackson International Airport.

• Talent solutions, K12, TCSG, and 4-year colleges
• Regional collaboration
• Promise of South Fulton future

Shannon
• Greenspace
• Opportunity
• Canvas to create
• Planning and coordination
• Multi jurisdictions
• In the past there were silos but leadership now work together on areas of consensus of our region. We sit at the intersection of what our region looks and feels like.
• There are more planned and coordinated efforts
• There is a plan of strategy – original blueprint of how we continue in secondary
Mayor Reed

- There is a local leader balance of development
- Why you develop in the 1st place
- Chattahoochee Hills – how to improve the quality of life and health of the city
- Difficult silo conversations don’t make sense
- Aerotropolis – major airport – undeveloped land
- How to
  - Lower property values
  - ROI along with quality of life
  - Thoughtful about all the things around us
- create better outcomes

John

- Workforce development is a crowded space
- Workforce development boards are close together
- How to bring them together instead of competing
- Silos
  - Community based
  - Regents
  - K12
  - Churches, etc.
- CareerRise – get on the same page – historic, didn’t work well together
- Aero – workforce – collective – bring all together to make connections is a win-win for companies and talent
- Career pathways

Shannon

- Dated pace of growth continues
- Infrastructure needs to grow
- Water and sewer refs approved – tri cities
- Growth
  - Primary – slow
  - Secondary – faster
- Grow and sustain

Mayor

South Fulton had a bad narrative – outdated, negative perception, race, etc. We needed to flip the value here so that it is higher than other midtowns. Community is what we wanted – don’t accept what you don’t want. We have a return on investment that is better here – gives us infrastructure money we will give back for economic development.

John

- HR issues
• Workforce attention/prioritize function of economic development
• We do not have the workforce we need to get more creative
• Need skills training

**Shannon**

• Blueprint 2.0
• Move Fortune 500 area as HQ with workforce to support it
• Build a strategy around workforce
• Transportation
• Legacy residents to participate

**Mayor**

• Blueprint 2.0
• Plan on the shelf is good but we need to stick to it
• Atlanta Regional Commission – give cities the tools that they need
• Creates an environment that people want to live in and will pay for it
• People don’t want rules or development next to their houses
• Promote equity

**John**

• Workforce mapping
• Employer needs matching
• Regional strategy around sectors
• Investing in workforce learning opportunities
• Governments are playing good together
• We all agree and then there is an election and the new guy don’t want to get along
• Get the code done while you can
• Aim high to start with
• We have to work together
• Sub region nature – sense of community wants to do the right thing
• Regionalism – how, what your city does impacts other cities around you
• ARC – commonality to align us
• Narrative – tell the story
• Deliberate/intentional to act in proactive way
• CIDs – community improvement districts
  o Atlanta – airport
  o South Fulton
  o Fulton Industrial
    ▪ Tons of conversations to be had – have the hard ones

**Brett**

• Blueprint 2.0 – 1-year long engagement not sitting on the shelf
• Preview of development around the airport
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- Primary – 3-5 miles of the airport
  - Blueprint focused on North area
  - South – huge disinvestment effort to help south of airport focus on how to work with city of Atlanta, airport
  - Mobility is extremely important
  - Legacy residents – inclusive
  - Resources that impact our schools to change directory of households
  - Schools and community can improve
  - Need transportation
  - We have to connect

Chairman Neely reminded board members to call on the Department for presentations and take what they hear back to their communities. He said the role of a board member is communication – we have influence in our role. Be a liaison in two ways: take home resources and bring back information of what’s going on in our communities to the Department.

He adjourned the meeting at 4:13 pm

Respectfully Submitted:

[Signature]

Jay Neely
Board Chairman

[Signature]

Dennis Chastain
Board Secretary

attachment

Resolution | GTC RLA
RESOLUTION

WHEREAS, the Georgia Transmission Corporation ("GTC") needs to make certain improvements on the East Atlanta MegaSite for the Rivian project ("Project"); and

WHEREAS, pursuant to O.C.G.A. § 50-7-41, the Department is authorized to lease any improved or unimproved land or other property acquired by it under Code Section 50-7-40 to the Authority with the custody to any such land remaining with the Department;

WHEREAS, pursuant to O.C.G.A. § 50-16-42, the Commission has the authority to grant a revocable license agreement or easement for property under the custody and control of any state agency; and

WHEREAS, GTC, through the State Properties Commission, requires GDEcD to authorize a revocable license agreement, and any subsequent temporary or permanent easement, as required or approved by the Commission, to GTC so that it can install the necessary electric infrastructure identified on Exhibit “A”; and

WHEREAS, the Department supports authorizing this resolution so as to allow the Commission to grant the revocable license agreement, and any subsequent temporary or permanent easement, as required or approved by the Commission, to GTC as shown in Exhibit “A”; and

NOW, THEREFORE, BE IT HEREBY RESOLVED THAT THE BOARD OF THE ECONOMIC DEVELOPMENT request that the State Properties Commission authorize the granting of the revocable license agreement, and any subsequent temporary or permanent easement, as required or approved by the Commission, on the Property as shown in Exhibit “A”;

AND BE IT FURTHER RESOLVED that the Chairman is hereby authorized to do all things necessary and proper to implement the purpose of this resolution.

Adopted this 15 day of February, 2023.

[Signature]
Chairman
Georgia Department of Economic Development

Attest: [Signature]
Secretary or Assistant Secretary

{Department Seal}
CERTIFICATE

The undersigned hereby certifies that I hold the position of Secretary or Assistant Secretary, as stated below my signature, of the Board of the Georgia Department of Economic Development and that the Resolution a true and correct copy of which is attached to this Certificate was duly adopted by the Board of the Department at and in a public meeting duly scheduled and for which all public notices required by law were given.


[Signature]
Secretary or Assistant Secretary

{Department Seal}
Exhibit A