

Memo

To: Mayor and City Council
From: Joel Lanken
CC: Eddie Robinson, Jack Kirksey, David Cowell, Tonya Tripp, Bill Johnston,
John Parker, Jeff Eady & Staff
Date: 9/30/2013
Re: Ad Hoc Redevelopment Committee Meeting, April 25, 2012

Participants:

City Manager Joel Lanken, Lake City

City Manager Jeff Eady, Morrow

City Manager John Parker, Forest Park

Public Works Superintendent Eddie Robinson

Code Enforcement Officer, Jack Kirksey

Urban Planner, Bill Johnston

Police Chief, David Cowell

City Treasurer, Tonya Tripp.

The parties met on April 25 2012 at 10:30 AM.

The objective of today's meeting was to discuss the development of synergistic activities between the City's of Forest Park, Morrow and Lake City as it pertains to economic redevelopment.

Jeff Eady pointed out that Morrow's recent LCI Study addressed the changing dynamics of housing, warehousing, commercial development, town center models and related factors influencing future economic development as well as the need for a total rewrite of existing zoning ordinances.

Jeff Eady and John Parker agreed on the need for impact studies followed by updated zoning laws to attract not only business opportunities but residents to this area.

There was a consensus that the Clayton County Economic Development Council and Georgia Power were excellent partnership vehicles for the advancement of economic development.

Serious consideration was given to a tripartite sharing of a PR Firm to advance the meaning of our world class transportation/logistics location so as to build relationships now with logistics corporations whose strategic goals are shaped for the future to meeting their growth objectives.

Consideration was given to the thought of forming a “conceptual alliance” between the 3 Cities to determine if through strength in numbers it would increase the chances for certain economic development federal grants and revenue sharing.

It was agreed that building a continuing synergy amongst the three cities has its advantages due to the common issues of economic development and the close proximity to each other.

Other matters discussed were:

- Consider funding a market analysis to better understand Lake City’s market position and tying the results to the studies done by Morrow and Forest Park.
- Develop marketing letters directed toward the list of logistics and transportation corporations handed out in the meeting.
- Develop a quote from the magazine that John Parker used with excellent results as a means to advertise the benefits of this area.

The meeting adjourned at 12:00 Noon with the date of May 29, 2012 set for the next meeting at 10:30 AM.