

Minutes

AD HOC REDEVELOPMENT COMMITTEE

MAY 31, 2012

To: Participants: Jeff Eady, City Manager of Morrow Georgia, John Parker, City Manager Forest Park Georgia (absent due to illness), Yulonda Beauford, CEO, Clayton County Georgia, Odessa Archibald, Economic Development, Georgia Power Corporation, Louis Jourdan, Professor of Management, Clayton State University, Bill Flynn, Executive in Residence, Clayton State University, Tonya Tripp, City Treasurer, Lake City Georgia, Eddie Robinson, Public Works Director, Lake City Georgia, Jack Kirksey, Code Enforcement Officer, Lake City Georgia and David Colwell, Chief of Police, Lake City Georgia.

From: Joel Lanken, City Manager, Lake City Georgia.

Subject: Ad Hoc Redevelopment Committee Meeting Minutes May 31, 2012

The meeting was held at the Clayton County Chamber of Commerce wherein Ed Corry, an executive with Thermo King and former executive with Ryder, Comcar, Pacer and First Lease was introduced by Joel Lanken who had worked with Ed during their days at Ryder.

Ed shared with the group his views on the manner and means by which corporations look for certain attributes when deciding to expand their places of business.

He pointed out that Lake City, Forrest Park and Morrow were exactly like his company. His company, like our cities, is a small enterprise when compared to the huge and well known parent company and as such he like us should emphasize the advantages of being small such as:

- Being very agile
- Less "red tape"
- Better access to decision makers
- Personal service

These advantages plus easy access to all capabilities and support of a large metropolitan area are all pluses.

Ed noted that we should be able to transition from strategic to tactical and IMPLEMENT (not just plan).

Ed pointed out that as we focus on Logistics companies it should be remembered that Logistics is a broad field and includes technology, analytical services and brokerage services in addition to trucks, trains, airplanes and ships,

Other major points of Ed's presentation embraced the following:

- **CAUTION: Do not be too “governmental”**
 - Speak the language of the “customer”
 - Run the speed of the customer – once a business decides to move they want it “right now”
 - Create a business friendly environment
- **Develop a presentation of your city without the airport**
 - Ryder made the sales force learn to present value without using the word “truck”
 - You want to force yourselves to take a deeper dive into the value of your cities and not just rely on the airport as your “low hanging” and obvious value add
- **Look for the fastball and adjust to the curve – baseball analogy**
 - Fastballs = small to medium sized companies looking to relocate. There are many more opportunities to attract these companies
 - Curves = large corporations
 - You can't concentrate on only this segment
 - You can't build your Economic Development/Marketing strategy on these “home runs”
 - You must “Look for the fastballs and adjust to the curve”
- **What am I thinking as the business owner considering moving my business or adding locations:**
 - Is this the right thing to do?
 - Is this the right place to do it? Why?
 - Can we afford to do it? (Is this the best use of capital?)
 - Past several years of economic pressure pushed everyone into a conservative position with their cash
 - It also created more availability/choices
 - Companies are looking for “big bang for the buck”
 - What other options do we have?
- **Use the airport as your “closer”**
 - What an advantage....not only an airport, but the largest airport in the world
- **It's Logistics**
 - Global economy
 - Global marketing

- Area offers ALL the critical infrastructure
 - Airport – World class
 - Rail
 - Highway
 - Sea Ports
 - Inland Ports
 - Technology center – metro area

Again, remember that Logistics is a broad field and includes technology, analytical services and brokerage services in addition to trucks, trains, airplanes and ships

- **Basic criteria for business relocation decisions**

- Where do I need to be? Why?
- When do I need to be there?
- Capital availability?
- Where are my customers? My competitors?
- My current requirements:
 - Building size
 - Site size
 - Current availability
- Growth Potential
 - Market
 - Site
- Where will I find employees?
 - Current
 - Future
- Where can I train employees?
- Site development
 - Price of Building/Property
 - Zoning process
 - Permitting process
 - Restrictive use issues
- Access to site
 - Road condition
 - Median cuts
 - Traffic flow
 - Lights
 - Volume
 - Turn lanes
- Local incentives

- Service/Utility incentives and availability
 - Work force incentives
 - Tax incentives
 - Access to public transportation
 - Availability of inventories and suppliers
 - Where employees want to live
 - Community services and amenities
 - Transportation facilities
 - Police presence and reputation of the area
- **Service Company vs. Manufacturer**
 - Different criteria
 - Service company looks from outside in – from the customer to themselves (External focus)
 - Place high value on speed
 - Manufacturer looks from inside out – from their needs to the market (Internal focus)
 - High value on cost

Questions to the group

- Are you sincerely committed to growth?
- Why should my company locate here?
- Do you consider your city easy to do business with? Is it really?
- What is the appetite of your citizens for growth? Government officials?

Bill Flynn Clayton State University and **Lou Jourdan** Clayton State University offered the following:

- They outlined their efforts at the college which offers course study with advanced degrees in logistics and supply chain disciplines which should be appealing to transportation companies wanting to locate here. Both Bill and Lou offered their help in positioning the cities in their efforts to attract business development by using the resources and talent available at Clayton State University.

Jeff Eady of Morrow offered the following:

- Morrow is not looking to attract logistics business per se; they would benefit from the residual benefits of Lake City and/or Forest Park being the primary locations for logistics oriented companies. Morrow is more into residential and retail development and they also have hotels just off the interstate that is beneficial for business travelers/training purposes.

Yulonda Beauford stated that the

- Chamber's attempt to take a leadership role in getting Clayton County 'fixed' is also refreshing. It would appear that accomplished players are associated with this study and it is anticipated that the County Administration will benefit from this work product when it is completed.

Odessa Archibald of Georgia Power

- Suggested the group work with officials focused on the logistics sector at the Georgia Department of Economic Development and the Metro Atlanta Chamber of Commerce, including: Metro Atlanta Chamber – Bob Pertierra, Vice President of Logistics Industry Development
- Georgia Department of Economic Development – Mark Lytle, Director of the Centers of Innovation and Page Siplon, director of the Logistics Center of Innovation as well as Scott McMurray, director of the Energy and Logistics Team in the Global Commerce Division
- Georgia Power Community and Economic Development – Kevin Lovelace.

► Given the site selection criteria that the guest speaker Edward Corry noted, Archibald also suggested the group conduct a competitor analysis to assess how well the tri cities/the county ranks in comparison to the region's other contenders for logistics related projects, particularly Butts, Henry, Lamar counties and South Fulton

► Given the group's commentary about plans to implement the Clayton County ED study, Archibald noted the success of Coweta County in implementing the recommendations of an economic development study conducted for the community by Herron Consulting in 2010. The implementation resulting in the "Prosperity's Front Door" marketing and branding campaign which was recently launched by the Chamber of Commerce.

Joel Lanken stressed the need for implementation on facts known today versus awaiting future lengthy studies which may end up gracing the shelves of more bookcases. Using the Tri City synergy as the focal point for moving ahead is important with the understanding that Morrow is focusing on retail and hotel involvement, Forest Park on logistics while Lake City is a hybrid in its focus in attracting new business to the area of the Tri City locality. It was pointed out that we can learn a lot from the cities which attracted KIA and Caterpillar since those jurisdictions do not have the excellent location to the airport and its network that our area enjoys.

The next meeting was scheduled for June 27, 2012 at 10:30 AM at the Clayton County Chamber of Commerce.

