

# Minutes

## WORK SHOP OF THE LAKE CITY COUNCIL

October 24, 2013

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**10:00 AM**

**Participants; Councilman Sowell, Councilman Ginn, Councilwoman Kelly, (Mayor Oswalt late and Councilman Williams absent). City Manager, City Treasurer, Director of Community Services and Police Chief.**

- 1. Lorraine Cochran – Total Marketing/ Chamber of Commerce presented a novel and professional marketing magazine which is designed for commercial distribution to attract both business and residential prospects to Clayton County. The Council viewed the presentation and product with enthusiasm with the idea that it will be considered for participation during the budget process next month.**
- 2. Presentation/Introduction – Gabe Gehret. Appointment Resolution as Broker of Record of 457B investment account. Councilman Ginn moved to adopt the resolution appointing Gabe, Councilwoman Kelly seconded it. The measure passed unanimously.**
- 3. Presentation – Lou Jourdan and Dr. Ali Dadpay Clayton State University – Dr. Jourdan and Dr. Dadpay presented the idea of Business incubators to enhance economic development in light of the recent Tri City Project and the prospect of new Porsche Headquarters producing numerous supplier firms in the future. The idea was enthusiastically accepted by the Council and staff. The City Manager will introduce both presenters to the recently appointed**

**Merchants Committee and to the County/City Economic Development Committee for further exposure to this wonderful concept. The attachment further explains the initiative.**

- 4. Resolution adopting Tri City Project with UGA Institute of Government and making arrangement for one third share of cost. Councilman Sowell made the motion to approve the Resolution and the cost sharing formula which was seconded by Councilwoman Kelly. The measure passed unanimously.**

#### **Other Business**

- A) The next work session will be November 21<sup>st</sup> 2013 at 9:30 AM due to the Thanksgiving holiday.**
- B) Councilman Sowell made a motion to officially recognize the hiring of Brandy Hicks as the new Police Department Terminal Operator Clerk seconded by Councilwomen Kelly and the motion passed unanimously.**
- C) It was decided that the annual Christmas Luncheon will be held on Friday, December 6<sup>th</sup> at 12:30 PM at the Community Center**
- D) The Hindu Christmas Luncheon is scheduled for November 12<sup>th</sup> 2013'**
- E) An Ordinance calling for a moratorium on Metal Recycling Facilities was adopted. Motion made by Councilwoman Kelly, seconded by Councilman Ginn and the matter passed unanimously.**

#### **Supplement**

Hello, Joel. Thank you for keeping me up to date on Lake City's progress, and I enjoyed speaking with you this morning.

As I mentioned, I've been Interim Associate Dean of the College of Business since July, and I'm interested in working with you and others in the Tri-City area. While I cannot speak for the university, we do have experienced faculty who are eager to assist our community in economic growth and development. Most of our faculty have industry experience and have entered academics after successful business careers. **Our faculty have the practical knowledge to assist you and the Tri-City area in numerous areas.**

In our conversation, I mentioned that I foresee a couple of good opportunities for Lake City. Lake City could potentially be a good location for business incubators and for suppliers who will be attracted to the Porsche plant in East Point. **I view the city being a good location for the following reasons:**

1. its proximity to the nation 's busiest airport,
2. proximity to the Porsche plant in East Point,

3. the significance of supply chain management in this area (SCM is a program we offer at CSU),
4. the available expertise of our business faculty at Clayton State,
5. real estate availability, and
6. the progress you are making toward economic development.

**Business incubators** are developed to assist entrepreneurs in getting their businesses and their business ideas “off the ground”. They provide support for start-up businesses and assist them in transforming their ideas into marketable, viable products and services. Incubators can provide a variety of resources such physical facilities, assistance in acquiring capital, consulting, training, and networking to provide them with beneficial business contacts that they might not otherwise have access. These are offered at a cost less than if the business owner sought these resources him or herself. Those accepted into an incubator typically go through a rigorous review process, and those with the most potential are offered these services.

**I foresee potential growth in the Tri-City area as a result of Porsche’s move into East Point.** As with other communities who were in a similar situation, (such as BMW in Greenville, SC), I anticipate growth of suppliers and other supporting services for Porsche in the surrounding areas. This is a good opportunity to which our community must be sensitive and responsive. In a SWOT analysis of Strengths, Weaknesses, and Threats, “O” is for big opportunity here.

I’m copying both our interim dean of the College of Business, Dr. Michael Deis, and our MBA Director, Dr. Ali Dadpay. Dr. Dadpay has extensive experience in measuring and forecasting the financial impact of economic activity.

Please keep in touch.

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Louis F. Jourdan, Jr., Ph.D.  
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**Adjournment the meeting adjourned at 11:45AM**