



117 Putnam Drive ♦ Eatonton, GA 31024 ♦ Tel: 706-485-1884
www.putnamdevelopmentauthority.com

Work Session
Minutes
Wednesday, November 17, 2021 ♦ 9:00 AM
126 Cuscowilla Drive
Eatonton, GA 31024

The Putnam Development Authority met on Wednesday, November 17, 2021 at approximately 9:00 AM at Cuscowilla, 126 Cuscowilla Drive, Eatonton, Georgia.

PRESENT

Chairman Walt Rocker III
Member Patty Burns
Member Brice Doolittle
Member Mylle Mangum

ABSENT

Member John Wojtas

STAFF PRESENT

Executive Director Matt Poyner
County Clerk Lynn Butterworth

OTHERS PRESENT

Georgia Power Community and Economic Development Manager Matt Forshee
Georgia Department of Economic Development Sr. Project Manager Candice Scott

Opening

1. Call to Order

Chairman Rocker called the Planning Session to order at approximately 9:10 a.m. (Copy of agenda made a part of the minutes.)

Welcome & Overview

Executive Director Poyner welcomed everyone and introduced Mr. Matt Forshee, Georgia Power Community and Economic Development Manager.

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2. Strategic Planning

Mr. Forshee introduced himself and explained his goal is to help the PDA figure out where they want to go and how to get there.

Who Are We?

Mr. Forshee began with an overview of where Putnam County is today and presented a PowerPoint with the following topics: demographics for Putnam County and the Putnam Region (45-60 minute drivetime); population trends; educational attainment; labor force; labor force participation rates; unemployment by age; unemployment rates; job trends; largest industry sectors; top growing industry sectors; top industry location quotient; gross regional product; earnings per worker; commuting patterns of Putnam County; inflow/outflow: labor shed; inflow/outflow: commute shed.

(Copy of presentation made a part of the minutes.)

Who Do We Want to Be?

The board discussed "who do we want to be?" and visioning. Thoughts included: elite community with restaurants and healthcare; need to be able to show possible businesses where they can recruit employees from; retirees with connections as a source for recruiting; need to be relevant; set up an economic board/foundation/corporation (invite specific people to be a part of it to bring ideas/connections); human capital; recruit support/feeder companies to help existing businesses (an existing industry survey as an action item for 2022).

Executive Director Poyner asked for a vote to approve the Tytan proposal on branding.

Motion to approve the Tytan Pictures Strategic Plan for Enhancing Image/Identity/Brand Contract Agreement.

Motion made by Member Mangum, Seconded by Member Burns.

Voting Yea: Chairman Rocker, Member Burns, Member Doolittle, Member Mangum

(Copy of proposal made a part of the minutes.)

2022 Goals?

Realistic goals to achieve in 2022:

- Marketing Plan – social media marketing plan; meeting with project managers
- Industrial Park Overview – current condition is unsightly; put plan together for Highway 441 curb cuts to landscape it and make it look nice; change main entrance to Highway 441
- Future Property Discussion – some plans in the works currently
- Workforce Engagement – high school; career paths; working with PCHS and plan to continue relationship
- Existing Industry – quarterly meetings with HR managers & plant managers, etc.; talk about the narrow network insurance option

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Working Lunch with Invited Guests

Recessed for lunch at approximately 11:45 a.m.

Present at lunch:

From PDA: Mylle Mangum, Lynn Butterworth, Matt Poyner, Matt Forshee, Candice Scott, Brice Doolittle, Patty Burns, Walt Rucker

From Tri-County EMC: Kim Broun

From BOC: Daniel Brown, Paul Van Haute, Billy Webster, Gary McElhenney

From City: Marie Rainey, Gary Sanders, Janie Reid, John Reid

From BOE: Steve Weiner, Simone Jones, Eric Arena, Carol Ann Guthrie

Executive Director Poyner welcomed everyone at approximately 12:15 p.m.

Ms. Carol Ann Guthrie gave the blessing.

Chairman Rucker thanked everyone for coming and explained how the economic development industry is changing, more so in the last 20 months than in the last 20 years and invited all to hear about the challenges and how the PDA is evolving.

Mr. Forshee introduced himself congratulated Putnam County for their strong leadership, both elected and appointed officials. He explained that development authorities used to be able to “stay in their lanes” and just recruit new industries but that is not the case anymore. Some of the challenges that haven’t been seen before include: 3% unemployment; employers can’t find workers and opportunities can’t grow without this. Mr. Forshee advised that today’s effort was not a completion, just a beginning, and input is needed and welcomed from other community leaders.

Review 2022 Goals with Guests

Executive Director Poyner recapped some of what was discussed in the planning session: looked at a one-year plan; website revision; rebranding the PDA (new logo, new contract with Tytan, trying to sell Eatonton/Putnam County); plans to be in Atlanta every month to meet with project managers; capture the connections of retirees living at the lake; work on the industrial park; workforce development (continue working with PCHS); existing industry (come together quarterly)

Chairman Rucker and Executive Director Poyner opened the floor for questions.

Following the question-and-answer session lunch was served and individual discussions continued at each table.

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Closing

3. Adjournment

Chairman Rocker thanked everyone for attending and adjourned the Strategic Planning Session at approximately 1:42 p.m.

ATTEST:

Lynn Butterworth
County Clerk

Walt Rocker III
Chairman

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