

WHITE COUNTY DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA

DATE: Tuesday, January 11th, 2022
PLACE: BOC Board Room
1235 Helen Highway
Cleveland, GA, 30528
TIME: 4:30 PM

Board members present were Michael Meuse, John Ziemer, Michael Yarbrough, Ridley Kinsey, Don Allison, Dustin Hulsey, and Joe Whelchel. Guests present were John Sell, Beth Truelove, and Dean Dyer of WRWH Radio.

Chairman Yarbrough called the meeting to order and confirmed the quorum. No changes were made to the agenda.

Motion to approve the minutes from October 26th, 2021 and November 16th, 2021 was made by Mr. Ziemer and was seconded by Mr. Kinsey. Motion was unanimous.

Ms. Ligon presented the financial reports for October, November, and December, providing explanation of the information in the reports and proposing a line item specifically for grant and consultant payments for the strategic plan.

Motion to approve the financial reports for October, November, and December was made by Mr. Kinsey and Mr. Meuse. Motion was unanimous.

Mr. Whelchel gave an update on the strategic plan, explaining that the consultants provided a proposed timeline and were working with the board members and community to gauge what areas should be highlighted or improved in the strategic plan. Mr. Sell presented the list of stakeholders that he provided to the consultants and received input from the board of additional contacts, such as wineries, the hospitality industry, contractors, and many others. Chairman Yarbrough explained the format for the Zoom updates for the strategic plan updates and invited the board members to attend future calls. Mr. Sell added that the consultants would be invited to a regular meeting when they have a presentation for the board.

Mr. Sell provided the Economic/County update. He explained that an official letter was sent by the county to the Census Bureau to challenge the 2020 census count due to a significant undercounting of residences. He provided updates on the construction of T-Mobile and Popeyes in Cleveland, adding that ALDI is on the verge of pulling permits with the City of Cleveland.

Ms. Truelove provided the Chamber update, stating that SPLOST is up 66% of budget and that is with limited workforce. She added that there is currently a mismatch of skills in trying to pair people with employment. Ms. Truelove explained that the Chamber organized, with Cleveland businesses, a Holiday Passport that has reported a total of \$13,200 in expenditures between six or seven businesses. She stated that there is a lot of commercial property interest in Cleveland currently and detailed the expansion of Farmhouse Coffee on the square to across the street. She said the Taste of the Town is on March 4, 2022 at 6:30pm and will have businesses such as Clyde's Tavern, 4 Elephants, and Cowboys & Angels.

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Mr. Ziemer provided an update for the Water Authority, stating that the water plant has been completed. He said they are now pumping water from the new well to into their water system and is better, purer water. Mr. Ziemer said they are still putting in meters, explaining the concern of large tracts of farmland being developed, so they are looking for another well.

Motion to adjourn was made by Mr. Ziemer and was seconded by Mr. Kinsey. Motion was unanimous.