



DEVELOPMENT AUTHORITY MEETING FEBRUARY 21, 2023 ACTION SUMMARY

ALPHARETTA CITY HALL
THIRD FLOOR EXECUTIVE CONFERENCE ROOM #318
2 PARK PLAZA
5:00 PM

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I. CALL TO ORDER

❖ Chairman Jack Nugent called the meeting to order at 5:12 p.m.

II. ROLL CALL

Board Members Present: (4-2)

Jack Nugent (Chair)

Jill Bernard

John Goss

David Chatham

Board Members Absent:

Shawn Allen

Morgan Smith

Staff present:

Lance Morsell, Economic Development Manager

Charlotte Christian, Economic Development Coordinator

Greg Mayfield, Development Authority Legal Counsel

III. STATEMENT OF PURPOSE

The Development Authority of Alpharetta is granted powers and jurisdiction through the State of Georgia General Assembly and a resolution adopted by the Alpharetta City Council on September 3, 1996. The function of this Authority is to promote the public good and general welfare, trade, commerce, industry, general tax base and the employment opportunities available in the City of Alpharetta.

❖ Chairman Jack Nugent read the statement of purpose.

IV. CONSENT AGENDA

a. Approval of January 17, 2023 Development Authority Meeting Minutes

❖ Vice Chairwoman Jill Bernard offered a motion to approve the Development Authority Meeting Minutes from January 17, 2023.

○ Member David Chatham seconded the motion.

▪ The motion was approved 4-0.



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V. WORKSHOP

a. Financial Update

Lance Morsell and Charlotte Christian presented an update of the Development Authority's current financials.

❖ No action was taken on this item. This presentation was for information purposes only.

b. Connect Forward Grant

Lance Morsell presented a draft of the potential grant application and received feedback and suggestions from the board. Mr. Morsell indicated that staff would work on a new draft taking that feedback into consideration and discuss necessary details with legal counsel. Mr. Morsell indicated that a full proposal would be brought to the development authority for consideration at a future meeting.

❖ No action was taken on this item. This presentation was for discussion purposes only.

VI. PARTNER UPDATES

a. Karen Cashion, CEO and President of Tech Alpharetta

Karen Cashion provided updates on Tech Alpharetta's incubated startups, speaker series, workshops, and mentorship programs, and Tech Alpharetta's traditional and social media social media reach in 2022. Slides from the presentation are attached.

❖ No action was taken on this item. This presentation was for information purposes only.

b. Deborah Lanham, CEO and President of the Alpharetta Chamber of Commerce

Deborah Lanham provided updates on the Alpharetta Chamber and its Downtown District initiative. Slides from the presentation are attached.

❖ No action was taken on this item. This presentation was for information purposes only.

c. Lance Morsell, City of Alpharetta Economic Development Manager

Lance Morsell provided updates on the ongoing efforts to create the Economic Development Strategic Plan, recent staff tours of local businesses, and staff training updates.

❖ No action was taken on this item. This presentation was for information purposes only.

VII. DISCUSSION

- Development Authority Members discussed their desire for a unified city-wide web-based calendar of events and discussed potential benefits of media outreach.

❖ No action was taken on this item.

VIII. ADJOURNMENT

- ❖ With there being no further business to hear or discuss, Chairman Nugent adjourned the meeting at 6:40 p.m.

Respectfully submitted,
Charlotte Christian, Economic Development Coordinator