



Steve Bernard
URA Vice Chairman

Ed Taylor
URA Secretary

Nachae Jones
URA Board Member

Eliot Lawrence
URA Board Member

Eric Stallings
URA Board Member

Lois Wright
URA Board Member

CITY OF
FORESTPARK

Angelyne Butler, MPA
URA Chairwoman

URA AGENDA

Special Note: This meeting will be held virtually. There will be no executive session.

Date: Thursday, February 25, 2021 at 6:00 PM

Location: 745 Forest Parkway
Forest Park, GA 30297
Virtual for the public

Call-In Details: Please click the link below to join the webinar:

<https://zoom.us/j/95072273615?pwd=bUVFendVdkI5Y2ZhWHVzSnNOZ1JqUT09>

Or Telephone: +1 312 626 6799 **Webinar ID:** 950 7227 3615 **Passcode:** 771153

AGENDA ITEMS:

- I. Commence
- II. Public Comments
- III. Gillem Owner Association Resolution*
- IV. Promotional Program*
- V. Executive Session
- VI. Adjourn

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* indicates material attached



RESOLUTIONS OF DECLARANT
GILLEM LOGISTICS CENTER OWNERS ASSOCIATION, INC.

WHEREAS, the Urban Redevelopment Agency of the City of Forest Park, Georgia, a corporate body public and politic, is the Declarant under that certain Master Declaration of Covenants, Conditions, and Restrictions and Reservation of Easements for Gillem Logistics Center recorded on June 12, 2014 in Deed Book 10541, Page 591, *et seq.*, in the public land records of Clayton County, Georgia (as amended from time to time, the "**Declaration**");

WHEREAS, Section 3.3 of the By-Laws of Gillem Logistics Center Owners Association, Inc. (the "**By-Laws**") authorizes the Declarant, as the Class "B" Member, to appoint and remove all of the members of the Board of Directors (the "**Board**") of Gillem Logistics Center Owners Association, Inc. (the "**Association**"), until such right automatically expires in accordance with the terms of the By-Laws or is surrendered by Declarant;

WHEREAS, such right of Declarant has not expired under the terms of the By-Laws or been relinquished by the Declarant; and

WHEREAS, Declarant desires to remove and replace a member of the Board.

NOW THEREFORE, the Declarant hereby makes the following resolutions:

RESOLVED, that Declarant hereby removes Daniel Vasser from his seat on the Board;
and

RESOLVED, that Declarant hereby appoints David L. Matthews, the General Manager of The Kroger Co., as a member of the Board with full authority and obligations due as a member of the Board to conduct the business of the Association in accordance with the terms of the Declaration, the By-Laws and the Articles of Incorporation of the Association, as such documents may have been or may hereafter be amended.

[SIGNATURE APPEARS ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, the undersigned Declarant has set its hand and seal as of the _____ day of _____, 2021.

DECLARANT:

**URBAN REDEVELOPMENT AGENCY
OF THE CITY OF FOREST PARK,**
a public body corporate and politic created and
existing under the laws of the State of Georgia

By: _____

Name: _____

Title: _____

SCOPE OF WORK FOR PROMOTION OF FOREST PARK, GEORGIA

Purpose: To promote recent and upcoming achievements in Forest Park, Georgia which will provide an economic stimulus for new investment and public interest in the City. This promotion will focus on 1) the recent location of major employers who will provide new jobs; 2) revitalization of Main Street; 3) marketing for the Historic Army Headquarters Buildings at Fort Gillem; and 4) development of a new City Hall facility on Forest Parkway and 5) the renovation of historic Starr Park.

Method: An agency of the City will select and fund a consultant to plan and enable a strategy and plan to support the above. The consultant will follow the Scope of Work and be managed by the Economic Development Department and the Planning and Zoning Department, based on applicable projects. The consultant will focus on development of messages and materials, media relations, promotions through business and general media, and events (when allowed by Covid restrictions).

Scope of Work

1. The consultant selected will provide a communications strategy to include traditional and social media. The strategy should include tactics to communicate to audiences within the City of Forest Park as well as outside the City. The goal of the strategy is to raise the level of awareness of the progress being made in Forest Park as evidenced by five specific projects currently being developed in the City.
2. Focus will be on the five projects for promotion, see Item 7 below. Supporting information on these areas will be provided by City Staff. Messaging and writing will be approved by City Staff and funding agency. Visuals and photography will be produced by contractor.
3. The consultant will interact with and report to the Economic Development Department and other involved agencies and progress. The consultant will provide copies of printed materials and media information and reports.
4. The consultant will provide announcements and “ribbon cutting” type events for new employers. These will include Zaxby’s on Main Street, Kroger expansion, Amazon, Kalera, and Historic Army Headquarters. The consultant may interact with City Staff on events.
5. Other news, information, our announcements may be added to the Scope of Work with the consultant contract being adjusted accordingly. This Scope of Work covers the five areas described herein.
6. The five areas of focus are:

---New jobs and employers: Announcements and public relations for new employers in City to include Amazon Distribution facility, Kroger Distribution facility expansion, Kalera hydroponics facility.

---Revitalization of Main Street: New Zaxby's announcement, building remodeling, new townhomes, Livable Communities Initiative for rest of Main Street

---Marketing to help sell 109,000 SF Historic Army Headquarters at Fort Gillem. Assistance with RPF (City has draft) and promotion to business and general media to facilitate prospects.

---Promote the development of new City Hall, Fire and Police complex, which will include community engagement activities and information campaign to inform citizens

---Promote the renovation of Starr Park to include planned changes and improvements to park.

Avenues of Communication: The Consultant will have access to the City web site. The consultant is encouraged to develop a general newsletter-type tool and fact sheets to communicate activity, which may also be placed on web site. The consultant will help develop media contacts and viable dissemination of information to appropriate media outlets. The City does not currently have a communications person and has no media or community outreach other than through contacts of the Parks and Recreation Department. The City has some artwork and brochures available to share with the consultant.

Delivery of Proposals for Scope of Work

Please be as succinct and practical as possible. Outline how you will perform the proposed work and what you believe you will achieve. Provide any relevant examples of similar work you have done. Provide at least three references.

Provide a Fee- Based proposal and the preferred method of payment for your work. The intended time period for the work is to December 31, 2021.

Please deliver proposals by email to the address below by?

For discussion about and delivery of the Proposal, please contact:

Bruce Abraham, Director
Economic Development Department
City of Forest Park
745 Forest Parkway, Forest Park, GA 30297
babraham@forestparkga.gov
470-808-2104