

Urban Redevelopment Agency of the City of Forest Park
Board Meeting
April 20, 2016
Minutes

A called meeting of the Urban Redevelopment Agency of the City of Forest Park was held on Wednesday, April 20, 2016, at the Forest Park City Hall, 745 Forest Parkway, Forest Park, GA 30297.

Board Members: Frank Brandon; Pamela Lake; Marlene Larson; and, Don Wright.

Staff, Legal Counsel and Others: Fred Bryant and Mike Blandenburg.

Frank Brandon, Chairman, called the meeting to order at 5:10 p.m. There was a quorum present. The following matters were addressed:

Approval of Minutes:

None.

Chairman's Announcements and Comments:

None.

Executive Director's Update:

None.

Draft GLC 2020 Communications Plan:

Frank Brandon invited Pamela Lake to provide her evaluation of the draft Gillem Logistics Center 2020 Communications Plan prepared by Ascential and delivered to the Board on March 30, 2016. Ms. Lake indicated that the draft was a compilation of documents and information previously provided to the Board. There was no analysis of the current approach to communications and no recommendations for the future. Generally, the draft does not respond to the approved scope of work and Ascential did not demonstrate a true understanding of what was to be accomplished.

Frank Brandon expressed three concerns with the draft. First, the City of Forest Park was not the focus of the plan. Rather, emphasis appeared to be on the City of Morrow and Clayton County. Second, there did not appear to be any real analysis of demographics, market, etc. The information provided is all readily available on the internet. Finally, the draft had too many typographical errors that should have been corrected by a proper proofing.

Don Wright and Marlene Larson agreed with Pamela Lake's concerns.

The Board then discussed how to advise Ascential of their concerns and provide them an opportunity to correct the deficiencies. Marlene Larson made a motion to have Fred

Bryant send a letter to Ascential, on behalf of the Board, detailing the Board's concerns and requiring Ascential to submit a draft plan in accordance with the scope of work by 5pm May 20, 2016, seconded by Don Wright. The Board voted unanimously to approve the motion. Frank Brandon directed that no additional payments be made pending receipt of the new draft plan.

Open Discussion:

None

The next regular meeting will be April 27, 2016 at 5:00 p.m.

Adjournment:

A motion was made by Pamela Lake to adjourn the meeting. The motion was seconded by Don Wright. The meeting was adjourned at 5:30 p.m.

Recorded By:

Fred Bryant, URA
Executive Director

Approved:

April 27, 2016

Fred E. Bryant
Executive Director