

# 2019 PLANNING RETREAT



I-75 CENTRAL  
CORRIDOR COALITION

FACILITATION PROVIDED ON BEHALF OF:  
CENTRAL GEORGIA EMC  
SOUTHERN RIVERS ENERGY  
SNAPPING SHOALS EMC  
FLINT ENERGIES

AUGUST 8TH

2019

On Thursday, August 8, 2019, board members and leaders from the communities along the I-75 Central Corridor met at Jackson United Methodist Church in Jackson, Georgia for their 2019 planning retreat. Georgia EMC Community Development Manager Jenny Robbins facilitated on behalf of Central Georgia EMC, Southern Rivers Energy, Snapping Shoals EMC, and Flint Energies.

# WELCOME & INTRODUCTIONS

After a brief welcome and introduction of the facilitator, participants were asked to complete a blank shield with the following information:

1. NAME
2. COMMUNITY
3. ORGANIZATION
4. BIG IDEA

Participants were asked to introduce themselves by sharing the contents of their shields. The facilitator captured participants' big ideas below:

## BIG IDEAS:

- Promote and protect assets
- Explain what the purpose and compass direction
- Find a brand
- Truck lane only
- Narrowly define mission statement and easy to achieve objectives
- Manage growth and tourism with guidance signs
- Increase story-telling and benefits of the corridor
  - Find an identity
  - Look at I-95 Corridor
  - Market clean, safe, and green recreation sites and Stranger Things
- Joint marketing of assets at conferences and define identify
- Market Southern Heritage and transportation systems along the corridor
- Look at demographics of the population along the corridor
- Art installations along corridor to market and identify communities
- Focus on why we exist and how do we promote economic development opportunities and manage growth
- Regional connectivity Triage state agencies
- Georgia Tech student project
- Identify legislators to focus on during the next session (truck-only lane)
- Legislative day before December
- Comp simulation model at next meeting or when ready
- Make noise with legislators
- Japan is #1 investor in the state, let them know we're looking at innovative ways to make doing business better
- Prevent sprawl in Middle GA, smart growth to make area more attractive for people to live
- Mass rail transit between Atlanta and Macon
- Economic Development includes transportation, quality of life



## I-75 CCC MISSION STATEMENT

Plan, promote, and partner for quality growth along the Central Georgia I-75 Corridor.

## ORGANIZATION UPDATE:

The group reviewed an MOU from the MGRC and the previously established five steps for the corridor from the website and determined that all five were still in the process of being achieved.

# 2019-2020 PRIORITY GOALS

After reviewing the above lists and a group discussion, participants came to consensus on the following priority goals for the next year:

## 1. Complete Website

- Each Community develop a local inventory of tourism assets, development sites, links, etc.
- Promote the website using social media-specifically LinkedIn
- Taskmasters: Bob White, Leah Brown, Brent Lanford

## 2. Plan Meetings for the year

- Topic Ideas:
  - Approve MOU with MGRC
  - Truck-lane only
  - Smart Growth
  - Legislative event
- Taskmasters: Mayor Pippin, Mayor Reichert, Laura Mathis

## 3. Pursue Georgia Tech Student Project

- 7-8 Students will work on one project for the coalition
- The coalition needs to identify what the project would be
- Timeline is 2-3 weeks to meet with Dr. Ross
- Taskmasters: Dr. Catherine Ross, Mayor Reichert, Yvonne William, Greg Tapley, Laura Mathis, Craig Ogletree

## 4. Host Regional Connect Legislative Session

- Logistics of freight
- Timeline is by November/December before session begins
- Taskmasters: Mayor Pippin, Brandon Stooksbury, Pavielle Ludlow, Greg Tapley

## 5. Advocate with Specific Agencies

- Marta, ATL, SRTA, etc.
- Invite these organizations to the Connect Legislative Session

THE FOLLOWING INDIVIDUALS WERE IN ATTENDANCE DURING THE AUGUST 8, 2019 PLANNING RETREAT:

- Kay Pippin, City of Jackson
- Laura Mathis, MGRC
- Brent Lanford, MGRC
- Brandon Stooksbury, CGEMC
- Diane Glidewell, Monroe Co
- Don Cook, City of Jackson
- Brian Wallace, GMA
- Pavielle Ludlow, TRRC
- Bob White, Butts Co IDA
- Seth Clark, Macon, GA
- Robert Reichert, Macon-Bibb Co
- Yvonne Williams, Macon-Bibb Co
- Craig Ogletree, Jackson GPC
- Matthew Fowler, GDOT
- Catherine Ross, Georgia Tech
- Anthony Ford, Stockbridge
- Leah Brown, Henry Co DA
- Greg Tapley, Monroe Co