



DACC Business Recruitment and Incentives Program Committee		
June 5, 2024		7:30 AM
DACC Conference Room		
Meeting called by	Jim Cox called the meeting to order at 7:30 AM.	
Type of meeting	Business Recruitment and Incentives Program Committee	
Facilitator	Chair - Jim Cox	
Note taker	Linda Peplau	
Adjourned	8:45 AM	
Attendees	Jim Cox, Sanjeev Singhal, Ben Stapleton	
Staff/Guests	Cheney Eldridge, Rick Evans & Linda Peplau	
Meeting Agenda		
>1 minute(s)	Jim Cox	
Discussion	Jim Cox called for a motion to approve the agenda for the June 05, 2024, Business Recruitment and Incentives Program Committee meeting. Motion: Sanjeev Singhal 2nd by: Ben Stapleton Motion passed unanimously (3-0)	
Conclusions	Motion: Sanjeev Singhal 2nd by: Ben Stapleton Motion passed unanimously (3-0)	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
1 minutes	Jim Cox	
Discussion	Jim Cox called for a motion to approve the minutes for the April 03, 2024, Business Recruitment and Incentive Committee meeting. Motion: Ben Stapleton 2nd: Sanjeev Singhal Motion passed unanimously (3-0)	
Conclusions	Motion: Ben Stapleton 2nd: Sanjeev Singhal Motion passed unanimously (3-0)	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Old Business		
4 minute(s)		
Discussion	Ben Stapleton shares the following: <ul style="list-style-type: none"> Continual discussion on Harlem's available properties for potential progress/ growth. 	



New Business	
22 minutes	Jim Cox
Discussion	<ul style="list-style-type: none"> • Jim Cox shares the following: <ul style="list-style-type: none"> ○ Plaza updates = Premier Apartments, new building plans around The Plaza & parking proposals. ○ Expresses the need for the Law Enforcement Data Report for the DACC website (community safety). • Cheney Eldridge shares the following: <ul style="list-style-type: none"> ○ Discussion on DACC's limitations inside the city limits within the county, i.e. Grovetown & Harlem. ○ Discussion on City & County partnerships. ○ Retail recruitment options, Retail recruitment's current budget & budget proposal ideas: <ul style="list-style-type: none"> - Obtain an updated Retail Analysis Report that reflects all pertinent data such as demographics, etc. - Work with local developers. - Set meetings w/ city representatives to inquire about their desired market, for facilitation & support. - Travel to conferences (i.e. ICSC) to interact with potential businesses/industries (targeted list), to show case our county. • Rick Evans suggests the following: <ul style="list-style-type: none"> ○ Meeting with local Development Authorities & Urban Redevelopment Agency in Harlem to build relationships for future collaboration. ○ Meeting with local developers for introductions to interested parties to help further grow interest and help facilitate agreements.
47 minutes	Cheney Eldridge
Discussion	<ul style="list-style-type: none"> • Cheney Eldridge shared the following: <ul style="list-style-type: none"> ○ Revisit incentive guidelines (cap limit) & bond fees schedules for possible adjustments. ○ Discussion on past & future marketing strategies along with new budget proposal for the plan. <ul style="list-style-type: none"> - Hiring of new marketing firm for a fresh look and approach. - Getting our digital image pristine to present at conferences and discovery meeting is paramount. - Marketing Strategies must include demographics, highlight quality of life and provide dynamic links. - Updated site must be attractive to all prospects, through human searchers & computer search (A.I.). • Jim Cox starts the following discussions: <ul style="list-style-type: none"> ○ Digital firm - should be able to set nationwide keyword search, pixel tracking & geofencing to attract prospects & include analytics of who is viewing our site. ○ Our Current website should be refreshed to a responsive sight. ○ Plaza appeal strategies/Lady A, concert attraction idea like a Summer Concert Series.
Adjournment	
8:45 AM	
Conclusions	Jim Cox called for a motion to adjourn. Motion: Sanjeev Singhal 2nd: Ben Stapleton Motion passed unanimously (3-0)
Next meeting: August 07, 2024	Development Authority Conference Room