



DEVELOPMENT AUTHORITY OF
COLUMBIA COUNTY
— GEORGIA, USA —

DEVELOPMENT AUTHORITY OF COLUMBIA COUNTY

Business Recruitment & Incentive Programs Committee

MEETING MINUTES – June 13, 2014

Center for Trade & Tourism
1000 Business Boulevard, Evans, GA 30809

Committee Members (those absent indicated with an asterisk (*))

Stan Shepherd, *Chairman*
Doug Duncan*
Mark Wills

Mike Holliman
Jean Garniewicz

Staff (those absent indicated with an asterisk (*))

Robbie Bennett, *Executive Director*
Karen Eyink, *Executive Assistant*

Guests Present:

No guests were present.

I. Call to Order & Welcome

Chairman Shepherd called the meeting to order at 7:30 a.m. for the Business Recruitment and Incentive Programs Committee.

II. Reading and Approval of Agenda

Jean Garniewicz made a motion to approve the June 13, 2014 agenda. Motion seconded by Mark Wills. Motion carried.

III. Approval of Minutes

Mark Wills made a motion to approve the March 6, 2014 minutes. Motion seconded by Jean Garniewicz. Motion carried.

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www.developcolumbiacounty.com

IV. Old Business

None at this time, however, Robbie gave an update on the new website. The website is up and running and new content has been added and updated. In addition, Robbie is working on search engine optimization.

V. New Business

Robbie will travel to Atlanta in July to GDEcD and GA Power, to present the new rollout of the branding, new website, and talk about product development.

SRS CRO Funds: The DACC has been approached to participate in TechNet as a regional group - Augusta Economic Development, Augusta Metro Chamber, Augusta CVB, North Augusta Chamber, Columbia County Chamber and Columbia County CVB and share a booth. The committee discussed funding for the event for booth space and a Development Authority sign that later can be used for future events.

Jean Garniewicz made a motion to appropriate up to \$8000 for booth space to support the TechNet event, which includes \$5000 from the SRS CRO grant funds. Mark Wills seconded the motion. Motion carried.

SRS CRO Funds: Robbie reviewed with the committee a benchmark study and mentioned that the DACC currently does not have an economic assessment. Tammy Shepherd, Executive Director for the CC Chamber of Commerce is participating in the Chamber's Accreditation; part of the accreditation process is going through an economic assessment.

Mark Wills made a motion to move forward on the economic study in conjunction with the CC Chamber of Commerce and to use SRS CRO grant funds for the DACC's half portion up to \$2000. Jean Garniewicz seconded the motion. Motion carried. Let the committee meeting minute's show that Chair Stan Shepherd abstained from the vote due to a conflict of interest.

Marketing Funds: Robbie mentioned due to the Development Authority rebranding and new logo now is the time to replace the DACC's inventory. Robbie reviewed various promotional items to order as well as a marketing popup screen displaying the new logo.

VI. Updates

None was noted.

VII. Calendar of Events

Information for the next Business Recruitment & Incentive Programs committee meeting will be forthcoming.

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VIII. Adjournment

Chairman Shepherd adjourned the meeting.

Submitted by,

Robbie Bennett, CEcD
Executive Director
Development Authority of Columbia County