



DEVELOPMENT AUTHORITY OF COLUMBIA COUNTY

Business Recruitment & Incentive Programs Committee

MEETING MINUTES – August 14, 2013

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

Stan Shepherd, *Chairman*
Jean Garniewicz
Mark Wills

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

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

Guests Present:

I. Call to Order & Welcome

Chairman Shepherd called the meeting to order at 8:00 a.m. for the Business Recruitment and Incentive Programs Committee.

II. Reading and Approval of Agenda

Mark Wills made a motion to approve the August 14, 2013 agenda. Motion seconded by Jean Garniewicz. Motion carried.

III. Approval of Minutes

Jean Garniewicz made a motion to approve the July 10, 2013 minutes. Motion seconded by Mark Wills. Motion carried.

IV. Old Business

The committee discussed the Development Authority's website and what significant changes to make in order to improve the website. Robbie shared what changes he has made in house, but certain features only the web design company, Mass Media Marketing can make. Jean Garniewicz made a motion to update the website to make it easier to navigate, drop the drawings on the logo and use words only. Mark Wills seconded the motion. Motion carried.

Center for Trade & Tourism

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Jean Garniewicz amended the motion to add funds for Robbie to use in the process of changing the website. Mark Wills seconded the motion. Motion carried.

V. New Business

Robbie mentioned a new technology event for the committee to be involved in, TEDx, which is an internet conference series with various speakers who speak on any topic for 10 – 15 minutes via video. The Development Authority was approached to host a TEDx event at the Jabez Sanford Hardin Performing Arts Center in January 2014. The cost of sponsorship is \$1000. For more information on TEDx events, go to www.ted.com.

VI. Updates

The committee is working on setting recruitment event goals for year-end. Robbie will attend ICSC Southeast Conference in Atlanta on October 28, travel to Greenville, SC and meet with site consultants. Discussions included guests and corporate housing for the upcoming 2014 Masters.

VII. Calendar of Events

The next Business Recruitment & Incentive Programs committee meeting is scheduled for September 11, 2013 at 8:00 a.m.

VIII. Adjournment

Chairman Shepherd adjourned the meeting.

Respectfully Submitted,

Robbie Bennett, Executive Director
Development Authority of Columbia County