

DACC Business Recruitment and Incentive Committee		
	5-Aug-20	7:31 AM Virtual Meeting
Meeting called by	Jean Garniewicz	
Type of meeting	Committee Meeting	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned		8:20 AM
Attendees	Jean Garniewicz, Hugh Hollar, Kerry Bridges, Mark Wills, Stan Shepherd	
Staff/Guests	Robbie Bennett, Taylor Edwards, Anita Patel	
Meeting Agenda		
3 minute(s)	Jean Garniewicz	
Discussion	The Agenda of the August 5, 2020 Business Recruitment and Incentive committee meeting was reviewed and a motion was made for approval. Motion: Hugh Hollar. Second: Mark Wills. The motion passed unanimously (5-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
0 minute(s)		
Discussion	The minutes of the June 3, 2020 Business Recruitment and Incentive committee meeting were reviewed and a motion was made for approval. Motion: Hugh Hollar. Second: Mark Wills. The motion passed unanimously (5-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Old Business		
0 minute(s)	None	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
New Business		
0 minute(s)	None	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline

Updates		
55 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett shared the following updates:</p> <ul style="list-style-type: none"> <li>- NextSite 360 - Retail Platform used to support Grovetown, Harlem &amp; Evans.</li> </ul> <p>Discussion on contract renewal which expires in August 2020 and the possible addition of Martinez as Grovetown may not renew. Next Site provides certain data not available elsewhere.</p> <p>Robbie discussed Orange 142 . Expertise in targeted marketing. Full-service content creation. Expertise in Linked in, SEO - will help stay with and ahead of trends. Kerry shared that the CVB's digital marketing seems to have an uptick in the past year possibly due to the partnership with Orange 142.</p> <p>DACC processed the \$100,000 grant for the Destination Retail Incentive awarded to Stay, Social Tap &amp; Table.</p> <p>White Oak Signs are constructed, finishing electrical components. The "Up" video will be completed soon. Discussion on Master's Week if patrons are allowed - pandemic adjustments to make if DACC will be hosting guests.</p> <p>All Fall events have been cancelled with the exception of the Site Selectors Guild in Virginia.</p> <p>Taylor Edwards shared an update on the Martinez TAD/Bleakley Advisory Group. Bleakley Advisory group's initial meeting and tour of Martinez will be on August 5, 2020. They will also meet with the Columbia County Planning team, the Board of Commissioners and DACC Board members.</p>	
	<p>Motion to move forward with contract renewal with NextSite with total cost not to exceed \$20,000 and potentially including Martinez and Harlem if Grovetown does not renew. Motion: Hugh Hollar. Second: Jean Garniewicz. Motion carries unanimously (6-0).</p> <p>Motion to recommend to the Board for approval for contracting with Orange 142 for up to \$51,900. Motion: Mark Wills. Second: Christina Purkapile. Motion carries unanimously (6-0).</p>	
Ro	Person Responsible	Deadline
None	N/A	N/A
<b>Adjournment</b>		<b>8:20</b>
Conclusions	There was a motion to adjourn by Mark Wills. 2nd: Stan Shepherd. Motion carries unanimously (5-0).	
Next meeting: October 7, 2020		DACC Conference Room B