

DACC Board Meeting Minutes						
28-Mar-18			7:33 AM		DACC Conference Room	
Meeting called by	Chairman, Hugh Hollar					
Type of meeting	DACC Board Meeting					
Facilitator	Chairman, Hugh Hollar					
Note taker	Anita Patel					
Adjourned	8:46 AM					
Board Attendance	Mark Wills	Y	Rick Evans	Y	Phil Gaffney	Y
	Hugh Hollar	Y	Jean Garniewicz	Y	Stan Shepherd	Y
	Christina Purkapile	Y	Kerry Bridges	Y	Ron Thigpen	Y
Staff/Guests	Robbie Bennett, Anita Patel, Chris Driver, Tammy Shepherd, Tom Clark, Gary Richardson					
Meeting Agenda						
1 minute(s)	Chairman, Hugh Hollar					
Discussion	Hugh Hollar called the meeting to order. Motion to approve the agenda for the 3/28/18 DACC Board meeting: Ron Thigpen. Second: Jean Garniewicz. Motion passed unanimously (9-0).					
Conclusions	None					
Action Items			Person Responsible		Deadline	
Minutes of Previous Meeting						
1 minute(s)	Chairman, Hugh Hollar					
Discussion	Minutes of the February 28, 2018 meeting were approved with no amendments. Motion: Ron Thigpen. Second: Jean Garniewicz. Motion passed unanimously (9-0).					
Conclusions	None					
Action Items			Person Responsible		Deadline	
N/A			N/A		N/A	
DACC Financial Report						
5 minute(s)	Rick Evans					
Discussion	Rick Evans reviewed the financials with the board and stated that the reports presented were for information purposes only.					
Conclusions	None					
Action Items			Person Responsible		Deadline	
N/A			N/A		N/A	

Chairman's Report			
10 minute(s)	Hugh Hollar		
Discussion	<p>Hugh Hollar thanked the DACC Board for their time and efforts given to the serving on the DACC Board and various committees. The official appointment of committees was announced and because these are active and working committees, appointments did not require a vote. Hugh thanked everyone for their participation in the White Oak/Prologis/Club Car Groundbreaking ceremony and commended Prologis for an outstanding event. Phil Gaffney commented that to see the work in progress in the background while the groundbreaking ceremony was happening was a nice touch.</p> <p>Mark Wills reported on the GEDA Small Business Rock Star award ceremony that he and Taylor Edwards attended on behalf of DACC. There were 175 applicants for the award. Creative Pharmacy/Strand a local business created by Lakeside High School/University of Georgia graduates was one of four recipients for the award. The ceremony was hosted at Fox Theater in Atlanta, GA.</p>		
Conclusions	None		
Action Items	Person(s) Responsible	Deadline	
None	N/A	N/A	
DACC Committee Reports			
14 minute(s)	Hugh Hollar, Stan Shepherd , Jean Garniewicz		
Discussion	<p>Executive Committee - Hugh Hollar stated that the committee discussed the Board Retreat, strategic plan, budget request and the impact of the SRS CRO funding.</p> <p>Property Development Committee - Stan Shepherd stated that the committee discussed several items pertaining to the White Oak Business Park: Logo/branding, homeowners meeting, and the possibility of the park having a military zone designation with HB843. Discussion on street lighting in the White Oak Business Park and 3 payment options. Stan Shepherd made a motion to adopt option 1 - DACC to provide an up from grant of up to \$25,000 if Prologis is willing to cost share. Second: Jean Garniewicz. Motion passed unanimously (8-0). Kerry Bridges abstained from voting.</p> <p>Existing Business and Workforce Development - Jean Garniewicz recapped that Taylor Edwards presented information on the Opportunity Zone, HR Council. Discussions were held on the new strategies being used by Lowes and Home Depot to train/educate(as well as create brand loyalty) new workforce, managing the millennial generation, connecting existing resources to existing industry, creating survey and profile sheets for businesses in the county.</p>		
Conclusions			
Action Items	Person Responsible	Deadline	
None	N/A	N/A	
Economic Development Update			
20 minute(s)	Robbie Bennett		
Discussion	<p>Robbie Bennett presented the Economic Development update discussing the White Oak Industrial Park, Social Media/Website, Plaza phase 1 & 2, budgeting for projects, April Showcase, Film Columbia County, marketing efforts, partnership with CVB, upcoming conferences and meetings. Please see attached report for detailed information.</p>		
Conclusions	None		
Action Items	Person Responsible	Deadline	
None	N/A	N/A	

Old Business		
15 minute(s)	Hugh Hollar	
Discussion	Hugh Hollar provided a review of the activities and outcomes of the DACC Board retreat. The Executive committee tasked DACC to categorize the goals/duties/activities by committee. The property committee's priority to be research and development. Key initiatives -ordinances and marketing by educating the community. Funding and feasibility studies were discussed. Hugh stated that the SRS CRO funding has helped grow marketing, studies, evaluation, staff, but this funding is not a guarantee for the future. Rick Evans mentioned looking at all options. Robbie Bennett explained that many Economic Development organizations are partnered with public/private partnerships. Discussions were held on whether to pursue a feasibility study for a capital campaign and the expectations of a capital campaign. Kerry Bridges made a motion for DACC to pursue a capital campaign feasibility study costing not more that \$25,000. Second: Jean Garniewicz. Motion carries (8-1).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
New Business		
0 minute(s)		
Discussion		
Conclusions	None	
Action Items	Person Responsible	Deadline
None	Staff	N/A
Calendar of Events		
0 minute(s)		
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A

Public Comments		
21 minute(s)	Gary Richardson, Tammy Shepherd, Tom Clark	
Discussion	<p>Gary Richardson stated that DACC's commitment to serve this community was commendable. He asked for more information on the street lighting for the White Oak Business Park. Kerry Bridges commented that LED lights are now a global standard and mandated by the government. They help reduce light pollution, the only complaint is that they do not have a dispersing effect as they are designed to light only a focused area. The overall area will be less visible so there will be minimal light pollution in the area. Mr. Richardson stated that the community is excited about the construction on Riverwatch parkway and Washington Road nearing completion. The county is getting ready to start on Flowing Wells road. He said everyone appreciates the hard work and growth in the area. May 22nd will be a vote for 3 commission seats. TIA has to be decided by 2019/20. Tammy Shepherd stated that there are 7 corridor and 1 bridge project in the works. Tammy also outlined the following dates/events for the Chamber of Commerce: April 16th - Chamber After Hours, April 17th - Ribbon cut for Riverwatch Parkway, April 30th - Candidates forums, May 16th - Post Legislative Breakfast, Leadership Columbia County and Youth Leadership. Hugh Hollar thanked Tom Clark for the tour of Fort Gordon that he had arranged for the DACC Board. Dr. Clark said that the post was excited about the signing of the budget. The Fort Gordon growth chart was shared with the school superintendent. May 4th will be the groundbreaking ceremony for Gate 6 at Fort Gordon and Governor Deal will attend.</p>	
Conclusion	None	
	Person Responsible	Deadline
None	N/A	N/A
Closed Session		
0 minute(s)		
Discussion	None	
Conclusions	None	
	Person Responsible	Deadline
None	N/A	N/A
Adjournment		
	8:57 A.M.	
Next meeting: April 25, 2018	DACC Conference Room	All

EXECUTIVE DIRECTOR REPORT MARCH 27, 2018

Economic Development Updates



Strategic Plan

Following the Board Retreat, staff has updated the committee matrix to better illustrate our strategic initiatives, staff duties/tasks, and highlight the key identified initiatives. So far, the implementation of the strategic plan has been successful. Key success include:

(1) Launch of new website, (2) Work has begun on new marketing efforts for in-market missions and telling our story.

The Plaza

Building 1 of Phase 1 is nearing completion. Interest is still growing for the property. Meybohm is working on the designs for the next building. The groundbreaking for the Performing Arts Center took place on February 28th and construction is well underway. This will include the development of the Farmers Market and Park (Parking). No timing update on Phase 2 or 3. DACC is working with Columbia County IT regarding the potential installation of WIFI in The Plaza.



White Oak Business Park at I-20

In a year's time, the DACC team went from almost no product for development to a new industrial anchored by Club Car. The development at the park continues to make great strides. March 19th was the groundbreaking and unveiling of the new industrial brand/logo. More than 80 attendees came to celebrate. Next steps for the park include implementation of the street light plan, development of a park budget, continued master planning efforts, and GRAD Certification. The coverage from the groundbreaking has been good and has already led to new leads.

Masters

Masters efforts are shaping up. Our guests include a mix of consultants, restaurants, Project Managers, and industry. As usually we are seeing some shifting of the guest due to conflicts, but no worries. We will have our annual CVB/DACC Board Dinner at our corporate house (same as last year). No major changes to note at this time.

Film Columbia County

Work continues with our Film Columbia County partnership. Our team has been meeting with the Ordinance Review Committee to establish a new Film Ordinance for Columbia County. We continue to see interest in our market. Several projects have been scouting the area. We hope to see new productions in the near future. Truck Night in America (History Channel) filmed Season 1 in Jefferson County. We anticipate their return to Home 2 Suites for Season 2 (3200 RN).

Marketing

Staff Continues to explore ways to market Columbia County and provide quality information on assets, target industries, and workforce. Discussion with the Columbia County CVB has led to partnerships and potential campaigns. The new Columbia County map is one example of the partnership. We are exploring what it would take to partner on the CVB "Stay Awhile" campaign and up fit the www.ChooseColumbiaCounty.com landing page to be more visually appealing and representative of the two organizations.

Other Updates

World Class Industries is well under construction URBN
renewed their lease
Strong interest continues with Quad Graphics

Events/Meetings/Presentations this Month:

- DACC Board Retreat – (2/26)
- AUSA & Fort Gordon Tour – (2/27)
- DACC Board Meeting – (2/28)
- PAC Groundbreaking – (2/28)
- County Budget Meeting – (2/29) HIMSS – Las Vegas – (3/5 to 3/8)
- Commercial Broker Meeting – Meybohm – (3/13)
- DACC Executive Committee Meeting – (3/14)
- Club Car Ground Breaking – (3/19)
- Project – (3/19)
- Site Selector's Guild – (3/19 to 3/21)

Project Summary

Active Leads/Projects: 18 traditional New
Projects/Leads: 6
Consultant Contacts YTD: >30

Upcoming Events/Meetings/Presentations:

- Savannah River Site Community Reuse Organization Board Meeting – (3/29)
- Masters – (4/1 to 4/9)
- RSA – Technology/Cyber Security tradeshow San Francisco – (4/16 to 4/19)
- Planning Commission – (4/19)
- Business Recruitment Committee – (TBD)
- DACC Board Meeting – (4/25)

Additional Dates of Significance:

May 4th - Fort Gordon Groundbreaking on new gate May 9-11 –
GEDA Spring Workshop
June 19 -23 – Select USA, Washing DC

ECONOMIC DEVELOPMENT COORDINATOR REPORT MARCH 28, 2018

Opportunity Zone

We completed two phases of marketing on the Columbia County Opportunity Zone as well as submitting the annual report to the Department of Community Affairs. The first phase involved a postcard while the second phase included a formal letter, an infographic, and the certification form. We have done new paperwork for three companies and are considering additional educational opportunities like hosting a CPA event, a door-to-door burst, and sending materials as new businesses locate in that corridor per the Occupational Tax List. The annual report revealed a 96.7% occupancy rate and nearly 3M SF of business space.

Business Retention & Expansion Program (BREP) Survey

The planning for the BREP Survey is still underway. I have carefully reviewed past BREP surveys as well as versions I am familiar with to determine a survey that best meets our organization's needs and capabilities. I am also crafting a project timeline and goals for committee review that will help guide the process. I will likely reach out to Board members to see which businesses they have existing relationships with and would like to help interview.

NextSite 360

DACC contracted with NextSite 360 for lead generation services for Harlem, Grovetown, and Evans. We previously uploaded data that applied to the whole county like schools and employers, but are regrouping to uploaded Harlem and Grovetown-specific information. We are beginning to see some interest generated from contracting with NextSite 360 and will follow-up accordingly. The availability of existing space continues to be one of the largest hurdles.

Special Projects

Last year, DACC helped Creative Pharmacist and later nominated them for the GA Small Business Rock Star. We were pleased to learn that they were selected as one of four businesses for 2018! Creative Pharmacist later rebranded to align with their product and is now recognized at STRAND Clinical Technologies. They offer solutions directly to pharmacists to offer better patient care while tackling chronic diseases. They support over 1,000 pharmacies and have a presence in every US State. They presently employ about 25 people with the potential to expand. We look forward to continuing our support of their awesome work!



Workforce and Education

I am working with the Workforce and Education Committee on a larger initiative involving a ‘reverse career day’ concept. A sub-committee of the same committee is also focusing on Teachers in Business which involves exposing school leadership to area employers to discuss workforce concerns. We are hoping to have both events during the late Summer months. I have also been working with YouScience to better learn how it can be used in our community and benefit our existing industries. YouScience is an aptitude and interest assessment that generates ideal careers for students. Existing industries can use this to better understand potential workforce availability. Dr. William Hatcher of Augusta University has also invited our office to collaborate on the Cyber Workforce Study; we hope to include additional questions in this year’s rendition.

Events/Meetings/Presentations this Month:

- GA Economic Developers Association (GEDA) Monthly Luncheon (02/19)
- GEDA Meet the International Projects Team (02/19)
- American Society for Public Administration Conference Presentation (02/23)
- DACC Board Retreat (2/26)
- Basic Economic Development Course at Georgia Tech – (2/27- to 3/2)
- Red Carpet Planning Meeting – (03/05)
- State of the Region – (03/08)
- Property Development Committee – (03/09)
- Existing Business Committee (03/09)
- YouScience Presentation (03/09)
- Entrepreneur’s Night (03/13)
- GA Small Business Rock Star Event (03/19)
- Zoning 101 Training (03/20)
- Workforce and Education Chamber Committee & Sub-Committee Meeting (03/20)
- Commissioner’s Meeting (03/20)
- CheckPoint Lunch and Learn Presentation (03/21)
- DACC Board Meeting – (3/28)

Existing Industry Summary

Existing Industries Supported: 10 YTD

Upcoming Events/Meetings/Presentations:

- Masters Tournament – (4/2 to 4/10)
- Small Business Development Center – Introduction – April 12th
- Workforce and Education Chamber Committee Meeting – April 17th
- Columbia County Commissioner’s Meeting- April 17th
- Planning Commission Meeting- April 19th
- CCBOC Harassment Training- April 19th
- DACC Board Meeting – April 25th
- Annual Augusta Manufacturing Leadership Event – May 3rd