

DACC Business Recruitment and Incentives Committee		
09.02.2016	7:35 a.m.	DACC Conference Room "B"
Meeting called by	Co-Chair, Jean Garniewicz	
Type of meeting	Business Recruitment and Incentives Committee	
Facilitator	Co-Chair, Jean Garniewicz	
Note taker	Ashley Haines	
Adjourned	9:28 a.m.	
Attendees	Hugh Hollar, Jean Garniewicz, Stan Shepherd, Robbie Bennett, Ashley Swain, Ashley Haines	
Minutes of Previous Meeting		
1 minute	Jean Garniewicz	
Discussion	None	
Conclusions	Minutes of the February 2016 meeting approved. Motion: Hugh Hollar /Second: Stan Shepherd; none opposed	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Meeting Agenda		
1 minute	Jean Garniewicz	
Discussion	None	
Conclusions	Agenda of the February 2016 meeting approved. Motion: Hugh Hollar /Second: Stan Shepherd; none opposed	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Old Business		
55 minutes	Robbie Bennett	
Discussion	<p>A. Masters – Robbie Bennett updated the committee on the success of the 2016 Masters. DACC wants to make sure they are getting the maximum return for the money put into the event. Williams & Associates has approached Robbie about possibly sponsoring the house or an event for the 2017 Masters. The committee questioned the return would be for Williams & Assoc. vs the restrictions it may place on the event for the DACC (limit guest list or create conflict . The Augusta National does not approve the "pay to participate" tickets approach for the Red Carpet Tour. The committee also discussed moving the house location closer to the Augusta National. The prices will go up the closer you get which may cause concern for the CVB (co-renter).</p> <p>B. Film Columbia County – Robbie Bennett updated the committee on the location show in Burbank, California. A new logo has been developed to better showcase the GA location. There have been several contacts lately looking for studio space and/or investors. Robbie suggested a locations/site book would be beneficial as well as setting up a regional FAM tour. The DACC will treat as a target industry.</p>	

Conclusions	Masters - The committee decided that sponsorship of a dinner/event is better suited for this organization.		
Action Items	Person Responsible	Deadline	
Masters – DACC Staff will present a proposal at next meeting (10/12/16)	DACC Staff	10/12/16	
New Business			
43 Minutes	Robbie Bennett		
Discussion	<p>A) Marketing – Robbie updated the committee on the marketing needs of the DACC. The strategic plan will highlight the target industries to focus on as well as establishing our brand. A discussion was had about using different URL's to point searches to our website. Also, we are working with Augusta University on their new regional ad. The committee discussed a possible video to showcase the following ideas: what is economic development? Who is the Development Authority? Possibly tell the story from a visitor / historical point of view. Recently the ARDA had drone photos taken of industrial sites and will make them available to us for use.</p> <p>B) Awards Breakfast – our annual awards breakfast is scheduled for November 15, 2016 at 7:30 a.m. at Savannah Rapids Pavilion.</p> <p>C) Projects – New projects are coming in and have been very busy. The need for a regional cyber trip to DC will need to be discussed in the future.</p> <p>D) Incentive Policy – Robbie discussed the need to create an established Incentive Policy. This will allow us to work more cohesively with the County and consultants.</p>		
Conclusions	none		
Action Items	Person(s) Responsible	Deadline	
Establishing a timeline to create Incentive Policy.	Robbie Bennett, staff	N/A	
Updates			
14 minutes	Robbie Bennett		
Discussion	<p>A) Hospital – The hospital should have the legal issues resolved at the beginning of 2017. It will be position the Gateway / Columbia County area to build on the medical cyber industry. Augusta University states it will be a state of the art medical and educational campus as well as a medical business park area.</p> <p>B) Masterplan – The Gateway area will need a masterplan in the future. The cost and timeline will need to be established once the hospital project can move forward.</p>		
Conclusions	none		
Action Items	Person Responsible	Deadline	
None	N/A	N/A	
Adjournment			
Time	Next Meeting		
9:28 a.m.	Next Meeting : October 12, 2016		