

DACC Business Recruitment and Incentive Committee		
06.06.18		7:35 DACC Conference Room B
Meeting called by	Chair - Jean Garniewicz	
Type of meeting	Committee Meeting	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned	9:00 a.m.	
Attendees	Jean Garniewicz, Mark Wills, Stan Shepherd, Kerry Bridges, Christina Purkapile	
Staff/Guests	Robbie Bennett, Anita Patel, Taylor Edwards	
Meeting Agenda		
>1 minute(s)	Jean Garniewicz	
Discussion	Agenda of June 6, 2018 meeting approved. Motion: Mark Wills. Second: Kerry Bridges; Motion carries unanimously. (5-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
>1 minute(s)	Jean Garniewicz	
Discussion	Minutes of February 7, 2018 meeting were approved with no amendments. Motion: Mark Wills. Second: Kerry Bridges; Motion carries unanimously. (5-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Old Business		
0 minute(s)	Robbie Bennett	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A

New Business		
65 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett discussed the results of the social media restaurant survey conducted by DACC. The four most important factors survey respondents specified were: Quality, Cuisine type, Experience and Price. Discussion was held on the factors affecting patronage of Columbia County restaurants as well as factors associated with owning and operating a restaurant in Columbia County. Concepts/ideas were shared on the possible Phase 3 concept of the Plaza from a restaurant perspective as well as parameters affecting the decisions of restaurant owners to locate to this Evans location. Expanding the outreach of a second restaurant survey was mentioned by Robbie with suggestions from the board of researching the possibility of partnering with the County to include a survey in the Columbia County Water Bill. Ideas were also shared on how best to help local businesses succeed in the county from mentoring programs, to financial assistance/SBA financing, partnering with SBDC. The strategic direction of DACC was discussed including targeted marketing efforts relating to research on the needs/wants of the population relocation from Fort Mead to Fort Gordon, the creation of internship and volunteer programs for MPA, MBA and high school students with DACC, and upcoming targeted travel/marketing efforts. Robbie mentioned that there is an ever-growing interest in the White Oak Business Park at I-20 with several projects seeking more information on the location. A plat revision is to be submitted for the 4-parcel property on Innovation Parkway.</p>	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Updates		
13 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett updated the board on the cost estimates of a targeted social media campaign. Robbie also presented the "Up" campaign video created by CCCVB and said that DACC is considering joining this marketing campaign and targeting an audience to work together which can speak to talent recruitment and working regionally from a DACC perspective. Discussion was held on the need to look at incentives (i.e. cyber, microbreweries, restaurants). Film ordinance should go completed and passed soon. Film brings hotel nights and boost to local economy. Jean commended DACC for making great strides.</p>	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment	9:00 A.M.	
Next meeting: August 1, 2018	DACC Conference Room B	