

DACC Board Meeting Minutes						
26-Sep-18			7:30 a.m.		DACC Conference Room	
Meeting called by	Chairman, Hugh Hollar					
Type of meeting	Board Meeting					
Facilitator	Chairman, Hugh Hollar					
Note taker	Anita Patel					
Adjourned	9:27 a.m.					
Board Attendance	Mark Wills	Y	Rick Evans	N	Phil Gaffney	N
	Hugh Hollar	Y	Jean Garniewicz	Y	Stan Shepherd	Y
	Ron Thigpen	N	Kerry Bridges	Y	Christina Purkapile	Y
Staff/Guests	Robbie Bennett, Anita Patel, Taylor Edwards, Mark Hodges, Tammy Shepherd, Rick Kiernan, Tamera Toogood, Zeb Weaver					
Meeting Agenda						
>1 minute(s)	Chairman, Hugh Hollar					
Discussion	Agenda of September 26, 2018 meeting approved.					
Conclusions	Motion: Kerry Bridges. Second: Mark Wills. Motion carries unanimously. (6-0)					
Action Items			Person Responsible		Deadline	
None			N/A		N/A	
Minutes of Previous Meeting						
>1 minute(s)	Chairman, Hugh Hollar					
Discussion	Minutes of August 22, 2018 and August 31, 2018 meetings approved.					
Conclusions	Motion: Kerry Bridges. Second: Mark Wills. Motion carries unanimously. (6-0)					
Action Items			Person Responsible		Deadline	
None			N/A		N/A	
DACC Financial Report						
1 minute(s)	Robbie Bennett					
Discussion	Robbie Bennett reviewed August Financial reports for DACC stating that we are on track for the fiscal year, a little under budget this month but this will be made up in the next few months as we move into budgeted initiatives.					
Conclusions	Motion: Jean Garniewicz Second: Stan Shepherd. Motion carries unanimously. (6-0)					
Action Items			Person Responsible		Deadline	
None			N/A		N/A	
Chairman's Report						
72 minute(s)						

Discussion	<p>Hugh Hollar announced that the report from the feasibility study conducted by Convergent Solutions for a capital campaign for DACC would be presented by Rick Kieran, Tamera Toogood and Zeb Weaver.</p> <p>Rick Kieren began the presentation with a review of the feasibility study process that resulted in 68 face to face interviews. The report showed that there was a great deal of interest in economic development and a familiarity with the Development Authority and the effectiveness of its work. Findings from the interviewee responses resulted in key priorities being proposed by Convergent to be Business recruitment, business retention and expansion, product development, brand awareness for DACC, workforce development, small business/entrepreneurial support, organizational development, community marketing and managed growth for the county. Challenges identified where perceptions/misperception of the County, DACC, the relationship between both, lack of marketing/awareness - people are aware of the big wins but not the day to day work conducted by DACC.</p> <p>Campaign recommendations were presented including realistic goal-setting of \$1 million to \$1.25 million or \$200,000-\$250,000 per year. Recommendations included to create a 501 (c)(3) to receive all investments, enlist top campaign leadership team, forum on business recruitment/retention, BRE, product development and marketing, hire senior-level ED project manager, county maintains or increases its funding, create marketing and awareness campaign, timing is about 8 months (October 2018- May 2019), one page monthly snail mail trickle campaign, when 50% of the goal was reached, then ramp up marketing efforts. Leadership and education are the most important factors seen by Convergent to a successful campaign.</p> <p>Campaign roll out will include development of campaign materials, prospect evaluations, leadership recruitment, major prospect solicitations, public kick-off event, general solicitations.</p> <p>Hugh Hollar stated that the report was very thorough and that the board would review the findings and discuss the path forward.</p>		
Conclusions	None		
Action Items	Person(s) Responsible	Deadline	
None	N/A	N/A	
DACC Committee Reports			
3 minute(s)	Stan Shepherd, Robbie Bennett		
Discussion	Stan Shepherd provided the Property Development 9/14/18 committee meeting report stating that the committee discussed signage for the White Oak Business park. Robbie Bennett presented the business park entrance sign renderings that were discussed in the property committee meeting.		
Conclusions	None		
Action Items	Person Responsible	Deadline	
None	N/A	N/A	
Economic Development Update			
15 minute(s)	Robbie Bennett		
Discussion	Robbie Bennett presented the report attached to these minutes providing information the newly created PAC and on the projects that have seen success utilizing redevelopment powers in Atlanta, Greeneville and locally with the development of the area housing Costco on River watch Parkway.		
Conclusions			
Action Items	Person Responsible	Deadline	
None	N/A	N/A	

Old Business		
0 minute(s)	Robbie Bennett	
Discussion	None	
Conclusions		
Action Items	Person Responsible	Deadline
None	N/A	N/A
New Business		
0 minute(s)	Hugh Hollar	
Discussion	None	
Conclusions		
Action Items	Person Responsible	Deadline
None	Staff	N/A
Calendar of Events		
0 minute(s)	Hugh Hollar	
Discussion	None	
Conclusions		
Action Items	Person Responsible	Deadline
None	N/A	N/A
Public Comments		
9 minute(s)	Dr. Tom Clark and Tammy Shepherd	
Discussion	<p>Dr. Tom Clark stated that the Navy will be building a new \$12.7 million project at Fort Gordon which will bring 400 more people to the base as well as additional Navy reserve members.</p> <p>Tammy Shepherd thanked Taylor Edwards and Robbie Bennett for their part in the Educators and Business tour. Building a partnership with principals is key and the chamber is working on a "Principal for the Day" event to continue to foster relationships between the education and business communities.</p>	
Conclusions		
Action Items	Person Responsible	Deadline
None	N/A	N/A
Closed Session		
13 minute(s)	Hugh Hollar	
Discussion	<p>Motion to enter Closed Session: Stan Shepherd. Second: Jean Garniewicz. Motion carries unanimously. (5-0)</p> <p>Motion to exit Closed Session: Jean Garniewicz. Second: Mark Wills. Motion carries unanimously.(5-0)</p> <p>A real estate matter was discussed, but no action was taken during closed session. Action will be taken in open session.</p>	

Conclusions	A real estate matter was discussed and no action was taken.	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment	9:27 a.m.	
Next meeting: October 24, 2018	DACC Conference Room	All

EXECUTIVE DIRECTOR REPORT
ROBBIE BENNETT
SEPTEMBER 26, 2018

Economic Development Updates



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. The DACC team continues to work with the development team to address concerns and to ensure the project meets its deadline. GDOT permit application has been submitted. Preconstruction meeting for the road improvements is scheduled for Tuesday, Oct. 2nd. Club Car is finalizing their performance bond so work can begin. Nation Wide Permit through the Army Corps of Engineers has been approved. Next steps for the park include implementation of the street light plan, finalization of a park budget, continued master planning efforts, and GRAD Certification.



Project Fairway

Image # 70
Date : 09.04.2018
Plot 888.542.0231

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) Passage of local bills (Harlem & Columbia County) allowing redevelopment powers to be on the ballot in November, (3) Significant progress in identifying property for development – including the launch of White Oak Business Park at I-20, (4) Partnership with the Columbia County CVB on a Gateway Master Plan, and (5) Work has begun on new marketing efforts for in-market missions and telling our story.

Marketing/ Business Development

In addition to the key marketing materials currently under development, business development efforts continue to be strong. This month, I had the opportunity to participate in three business development activities. The first activity was a two day business development event in Atlanta and Augusta showcasing the cyber security industry and opportunities to Maryland/Virginia based companies and developers. The response from this event was position. Next was a trip was to Industrial Asset Management Council's Fall Forum in Philadelphia. IAMC offered a good opportunity to connect with State leadership & project managers, site consultants & brokers, and industry professionals. The conference is geared toward relationship building. This was evident during the events sponsored by Georgia Allies. The last event was to Cineposium hosted by the Association of Film Commissioners International. This event included a business to business networking day at Netflix HQ, as well industry presentations. The event offered the opportunity to connect with location managers, producers, and executives.

Capital Campaign Feasibility Study

Interviews are complete. More than 70 interviews were scheduled. Drafter reports indicate that support for a capital campaign may be possible. Presentation from convergent is today, September 26th. The final report is anticipated in the next few days.

Policy Update

As November approaches the DACC staff has prepared educational materials to help educate Columbia County residents on Redevelopment Powers and how these powers can be used to foster economic development. The Columbia County Chamber PAC is supporting the Redevelopment Powers ballot questions and encouraging voters to vote yes in November. We have had held discussion with the PAC chair to plan how best to educate the voters.

JDA Update – Columbia County BOC approved the activating resolution for the Greater Augusta Joint Development Authority. A condition was added to the approval establishing a timeline for Richmond County to join the JDA. Conversations continue with the Augusta-Richmond County BOC. No timeline has been given for the JDA to return to their agenda.

Events/Meetings/Presentations this Month:

- BOC Meeting – (9/4)
- SRS CRO Executive Committee – (9/6)
- Signage/Wayfinding Steering Committee – (9/7)
- DACC Executive Committee Meeting – (9/12)
- Georgia Cyber Tour – (9/11 to 9/12)
- Columbia County Chamber Government Affairs Committee – (9/13)
- Property Committee (9/14)
- Existing Business & Workforce Development Committee – (9/14)
- UDA/ARDA Board Meeting – (9/14)
- IAMC Fall Forum – (9/15 to 9/19)
- AFCI Cineposium/Business to Business – (9/19 to 9/21)
- DACC Board Meeting – (9/26)

Project Summary

Active Leads/Projects: 26

New Projects/Leads: 1

Consultant Contacts YTD: >50

Upcoming Events/Meetings/Presentations:

- IEDC Annual Conference – (9/29 to 10/3)
- ARDA Consultant Event – (10/2)
- Business Recruitment & Incentives Committee – (10/3)
- SRS CRO Executive Committee – (10/4)
- Regional DC Fly-in – (10/9 to 10/11)
- ARDA Board Meeting – (10/12)
- Columbia County Chamber Board – (10/18)
- Signage/Wayfinding Steering Committee – (10/18)
- TAG-Augusta Town Hall (10/23)
- DACC Board Meeting – (10/24)

Notable Upcoming Events

- Advanced 2.0/Economic Development Master Practitioner – (11/4 to 11/8)
- Economix – (12/5 to 12/6)



**TAYLOR EDWARDS
ECONOMIC DEVELOPMENT COORDINATOR REPORT
SEPTEMBER 26, 2018**

Industry Appreciation Night

In collaboration with the development authorities of Richmond, Burke, and McDuffie Counties, we hosted an Industry Appreciation Night with the Augusta Green Jackets at the new SRP Park. DACC purchased 100 tickets to share with Columbia County employers and packaged them with hand-written notes explaining the event and why we were so grateful for their company, engraved ICER cups, materials about DACC, and my contact information. These were then hand delivered to 30 businesses across the county; this was a mix of manufacturing and technology companies. Overall, the event was a success as it has spurred a few new relationships as well as specific ways to help support these industries.

Human Resources in Manufacturing Group

We successfully hosted the first meeting for our reinstated human resources group at the Columbia County Water Utility building on August 29th. We had 16 people from 9 different companies attend and openly talk about their workforce issues. Our office had a lot of good conversation and exposure to our existing industries. It also allowed us to get updates on development and potential projects. I have been working to provide specific data to a few of our industries following the event. They asked that we continue to host this group on a monthly basis. The next meeting is scheduled for October 10th at the Augusta Tech- Augusta Campus at 7:30 AM. The next meeting will be a deep data dive on workforce trends and salaries.

NextSite 360 Update

I was able to spend time with Charles Branch at the Georgia Economic Developer's Association conference last week. He is tentatively planning a trip to the area to personally see some of the group happening in the area so that he can better articulate it at the upcoming ICSC-Atlanta conference.

Teachers in Business

Teachers in Business took place on August 30th and I believe everyone was pleased with the outcome. There were 40+ administrators, principals, and teachers-of-the-year who had a days' worth of exposure to major employers around our community. Consistently, the educators asked how they could get industry into their classroom more often. The committee has reviewed the feedback from the event and plans to do it again next Fall. Robbie and I are pursuing a couple of workforce development tasks as a result of the event.

Existing Industry

Our existing industries are busy! We had a lot of exposure to our existing industries between the Industry Appreciation Night, the Human Resource Group, Small Business Rock Star, and general follow-up. We are also seeing some successes as a result of more communication. Some of the items that we were able to help with include access to the sales tax exemption on energy, salary and wage data, help coordinating job fairs with the Department of Labor, exploring expansion needs, looking for office space, learning about businesses and helping them tell their story, establishing relationships with new staff, ribbon cuttings, and educating them on how DACC can support them.

Small Business Rock Stars

The GDEcD accepted applications for the Small Business Rock Stars from July 15- to September 15. I was able to submit four businesses; RecTec Grills, Southern Beverage (Springtime Water), Nutritional Resources, and SecureGive. Decisions will be made in January 2019 and I am hopeful. If you would like to read what I submitted on each business, please do not hesitate to reach out to me. It is never too early to start working on ideas for next year so you're welcome to reach out about that too!

World Class Industries

World Class Industries had their ribbon cutting ceremony on September 13th. Their leadership was so excited to be in our area and their workforce! They shared that they have had a 50-year relationship with John Deere and that this is their 8th location. This location also happens to be their closest location to its respective John Deere facility!



Events/Meetings/Presentations this Month:

- DACC Board Meeting- Aug. 22nd
- TechNet- Aug. 20th-23rd
- Industry Appreciation- Aug. 23rd
- Prospect Meeting- Aug. 24th
- Georgia Tech Meeting- August 27th
- Regional HR Group- August 29th
- Economic Luncheon- Aug. 29th
- Teachers in Business- August 30th
- Out of Office- Aug. 31-Sept. 5th
- Property Development Meeting- September 10th
- County Committee Meeting- Sept. 11th
- WCI Ribbon Cut- September 13th
- Existing Bus & Workforce Development- Sept. 14th
- Workforce/Education Committee.- Sept. 18th
- Board of Commissioners- Sept. 18th
- GEDA Conference- September 19th- September 21st
- SBDC GrowSmart- September 25th
- DACC Board Meeting- Sept. 26th

Existing Industry Visits: 8; Existing Industry Touches: 49
TYD Visits: 20