

DACC Business Recruitment and Incentive Committee		
08.01.18		7:30 DACC Conference Room B
Meeting called by	Chair - Jean Garniewicz	
Type of meeting	Committee Meeting	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned	8:26 a.m.	
Attendees	Jean Garniewicz, Hugh Hollar, 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 August 1, 2018 meeting approved. Motion: Kerry Bridges. Second: Mark Wills ; Motion carries unanimously. (6-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
>1 minute(s)	Jean Garniewicz	
Discussion	Minutes of June 6, 2018 meeting were approved with no amendments. Motion: Kerry Bridges. Second: Mark Wills ; Motion carries unanimously. (6-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A

Old Business		
0 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett discussed the efforts of DACC with marketing and social media as it pertains to the Choose Columbia County, White Oak Landing Page, domain name of "Whiteoakbusinesspark.com," the "Up" campaign, Industry pieces, Small Business guide, TAD/Redevelopment Powers landing page, Greater Augusta revamp (working with Tom and Sue Parr).</p> <p>The White Oak master plan by Thomas & Hutton was shared and discussion was held on how to market, plan for tracts in White Oak. Solar was discussed as well as an update on the roads in the business park. Industry piece was discussed that will go into marketing folders.</p> <p>The Fold-Out piece/leave behind piece and the aspects of Cost vs. benefit, recognize the audience, system of follow-up, the quality of uniqueness and eco-friendly that will stand out were reviewed. The need for a marketing piece that tells a full story - regional - live, work and play and Marketing at shows and benefit of access to project managers and consultants at such events was discussed.</p> <p>The TAD/Redevelopment flier was shared and how it is an educational tool developed by DACC.. Discussion was held on what can be done and who will champion these efforts before the election. Jean suggested adding the TAD information on the Water Utility monthly flier. Chamber has formed a PAC that will further advocate for TAD. Education the public on what redevelopment powers have done for Columbia's "Vista", "Ponce City Market." "Beltline," Greenville, SC - taking existing development and revamping/revitalization of an area.</p>	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
New Business		
0 minute(s)	None	
Discussion		
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Updates		
0 minute(s)	None	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment		8.26 A.M.
Next meeting: October 3, 2018		DACC Conference Room B