

DACC Business Recruitment and Incentive Committee		
	3-Jun-20	4:00 PM Virtual Meeting
Meeting called by	Jean Garniewicz	
Type of meeting	Committee Meeting	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned		5:00 PM
Attendees	Jean Garniewicz, Hugh Hollar, Kerry Bridges, Mark Wills, Stan Shepherd	
Staff/Guests	Robbie Bennett, Taylor Edwards, Anita Patel	
Meeting Agenda		
3 minute(s)	Jean Garniewicz	
Discussion	The Agenda of the June 3, 2020 Business Recruitment and Incentive committee meeting was reviewed and a motion was made for approval. Motion: Hugh Hollar. Second: Mark Wills. The motion passed unanimously (5-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
0 minute(s)		
Discussion	The minutes of the August 7, 2019 Business Recruitment and Incentive committee meeting were reviewed and a motion was made for approval. Motion: Hugh Hollar. Second: Mark Wills. The motion passed unanimously (5-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Old Business		
0 minute(s)	None	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
New Business		
0 minute(s)	None	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline

Updates		
55 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett shared the following updates:</p> <ul style="list-style-type: none"> -Updating social/digital media <ul style="list-style-type: none"> - refreshing DACC website content and White Oak landing page (adding drone footage, interactive map, video footage, virtual tour to engage consultants.) - Virtual tours of Legacy building, Plaza, Snelling Property - Fold-Out marketing piece to be updated and reprinted. 2019 version was very well-received. - Destination Retail Policy - Email campaign/monthly newsletter - Taylor continues monthly updates - Unified marketing strategy was discussed - Submitting an RFP for consulting services for redevelopment for the Martinez tax allocation district in partnership with Columbia County. - Taylor is filling out the application for marketing awards for the fold-out piece & "Up" video. - "Up" video to be released once all companies represented give approval. - SRS CRO providing specific marketing funds for County & Regional Marketing - Talent Recruitment strategy discussed as so much has changed and will be changing with COVID19 - Outsourcing professional digital marketing help for SEO optimization, geo-tagging social media etc. - Fall travel to include Chicago, Dallas and DC to maximize outreach to site selectors and consultants Spring to include RSA, HIMMS, IAMC - White Oak Sign - photos were shared of the median sign and large sign. Discussion on caveats/guarantees for material (to be discussed with Finuff). - NextSite 360 - Retail Platform used to support Grovetown, Harlem & Evans. <p>Contract expires in August 2020 unless we renew and if we renew, do we add Martinez ?</p>	
Conclusions		
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment		17:00
Conclusions	There was a motion to adjourn by Stan Shepherd. 2nd: Mark Wills. Motion carries unanimously (5-0).	
Next meeting: August 5, 2020	DACC Conference Room B	