

DACC Business Recruitment and Incentive Committee		
	3-Feb-21	8:00 AM Virtual Meeting
Meeting called by	Jean Garniewicz	
Type of meeting	Committee Meeting	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned		8:50 AM
Attendees	Jean Garniewicz, Hugh Hollar, Christina Purkapile, Kerry Bridges, Mark Wills, Stan Shepherd	
Staff/Guests	Robbie Bennett, Taylor Edwards, Anita Patel, Chris Rucker, Maddie Few	
Meeting Agenda		
3 minute(s)	Jean Garniewicz	
Discussion	The Agenda of the February 3, 2021 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 (6-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
0 minute(s)		
Discussion	The minutes of the October 7, 2020 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 (6-0).	
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		
38 minutes	Robbie Bennett, Taylor Edwards, Chris Rucker	
Discussion	Taylor Edwards introduced Chris Rucker from Kruhu. Chris shared information on the marketing project proposals for DACC. Chris discussed the 50-year campaign and the benefits of the marketing plan that has been proposed. Chris explained that the goal would be that DACC gets the warranted attention for their 50-year anniversary through story maps, social media, website content, displays. The committee discussed timelines, budget and a suggestion was made for the committee to review the Kruhu marketing proposal and reconvene in a called meeting to make a final decision on the proposal.	
Conclusions	Motion made for a called Business Recruitment Committee meeting on Friday, February 5, 2021 at 7:30 am to discuss and vote on the Kruhu Marketing Proposal. Motion: Stan Shepherd. Second: Mark Wills. Motion carries unanimously (6-0).	
Action Items	Person Responsible	Deadline
Updates		
7 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett shared the following updates:</p> <ul style="list-style-type: none"> <li>- Content related to White Oak Business Park and jobs increased traffic to DACC social media pages and website. He also shared that the White Oak landing page has been updated to show Phase 2 and that the Sites and Buildings page is being updated through the GIS Webtech platform. Robbie shared that there is marketing-related travel continues to be cancelled or post-poned.</li> <li>- Taylor Edwards shared the data from Orange 142 on the DACC's digital presence with 535,556 impressions, 8487 clicks, 509 views. She also shared that they have been focusing on SEO Optimization, making a content calendar for blog posts and photography needs.</li> </ul>	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment		8:50
Conclusions	There was a motion to adjourn by Christina Purkapile. 2nd: Stan Shepherd. Motion carries unanimously (6-0).	
Next meeting: February 5, 2021	Virtual	