

DACC Business Recruitment and Incentive Committee		
	5-Feb-21	8:00 AM Virtual Meeting
Meeting called by	Jean Garniewicz	
Type of meeting	Committee Meeting - CALLED	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned		7:45 AM
Attendees	Jean Garniewicz, Hugh Hollar, Christina Purkapile, 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 February 5, 2021 Called -Business Recruitment and Incentive committee meeting was reviewed and a motion was made for approval. Motion: Stan Shepherd. 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 February 3, 2021 Business Recruitment and Incentive committee meeting were reviewed and a motion was made for approval. Motion: Stan Shepherd. 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		
12 minutes	Robbie Bennett	
Discussion	<p>Discussion was held on the remaining items in project proposal presented by Kruhu which include the DACC 50-year anniversary marketing campaign and DACC's website renewal/revamping. Cinematic drone footage would be an additional cost but Georgia Power may be able to provide this service at little to no cost to DACC.</p> <p>Deadlines for delivery of product for a bulk of this proposal will be summer 2021 with ongoing work throughout the year. Edits will be done inhouse in terms of content and flow. DACC will continue to partner with Kruhu as needed on code edits and Orange 142 for marketing material and SEO optimization.</p> <p>The budget for the Kruhu project proposal and marketing efforts was also discussed with reallocation of marketing dollars to this proposal from unspent money from cancellation of travel and out of town marketing events during the pandemic. This budget reallocation will help meet digital marketing efforts proposed by Kruhu to continue the work of DACC in the 2021 virtual environment.</p>	
Conclusions	<p>Motion to approve the Kruhu Project Proposal as written with the discussion of the Drone video footage to be done by Georgia Power at the cost of \$46,000 to be given upon approval of the project proposal. Motion: Hugh Hollar. Second: Mark Wills. Motion carries unanimously (6-0).</p>	
Action Items	Person Responsible	Deadline
Updates		
0 minute(s)	None	
Discussion	None	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment		7:45
Conclusions	<p>There was a motion to adjourn by Stan Shepherd. 2nd: Christina Purkapile. Motion carries unanimously (6-0).</p>	
Next meeting: April 7, 2021	Virtual	