

DACC Board Meeting Minutes						
22-Sep-21				7:30	DACC Conference Room	
Meeting called by	Chairman, Kerry Bridges					
Type of meeting	Board Meeting					
Facilitator	Chairman, Kerry Bridges					
Note taker	Anita Patel					
Adjourned	8:53 a.m.					
Board Attendance	Mark Wills	Y	Rick Evans	N	Phil Gaffney	Y
	Hugh Hollar	Y	Jean Garniewicz	Y	Stan Shepherd	Y
	Ron Thigpen	Y	Kerry Bridges	Y	Christina Purkapile	Y
Staff/Guests	Robbie Bennett, Taylor Edwards, Anita Patel, Chris Driver, Mark Hodges, Joe Hotchkiss					
Meeting Agenda						
<1 minute(s)	Chairman, Kerry Bridges					
Discussion	Kerry Bridges called the meeting to order. The agenda for the September 22, 2021 meeting was approved.					
Conclusions	Motion: Phil Gaffney Second: Jean Garniewicz. Motion carries unanimously. (8-0)					
Action Items			Person Responsible		Deadline	
N/A			N/A		N/A	
Minutes of Previous Meeting						
<1 minute(s)	Chairman, Kerry Bridges					
Discussion	The minutes of the August 25, 2021 meeting were approved.					
Conclusions	Motion: Phil Gaffney Second: Jean Garniewicz. Motion carries unanimously. (8-0)					
Action Items			Person Responsible		Deadline	
DACC Financial Report						
3 minute(s)	Robbie Bennett					
Discussion	Robbie Bennett reviewed the August 2021 Financials report sharing that the Total Liabilities and Net Assets were \$15,408,584.06. The YTD reports shows DACC to be on track as expected with 86% remaining in the administrative and personnel budget. The development and economic development accounts respond to when activity occurs in those respective areas so activity will fluctuate throughout the fiscal year.					
Conclusions	A motion was made to approve the August 2021 financials as presented. Motion: Mark Wills Second: Hugh Hollar. Motion carries unanimously. (8-0)					
Action Items			Person Responsible		Deadline	
None			N/A		N/A	

Chairman's Report			
<5 minute(s)	Kerry Bridges		
Discussion	Kerry Bridges shared that he attended the GEDA meeting in Savannah, GA with Robbie Bennett and Taylor Edwards and he commended Taylor on her hard work that helped Columbia County reach it's second GRAD certification. Columbia County is now the only county in the state of Georgia with 2 GRAD-Select sites. The State of Georgia will market eleven sites globally and Columbia County will now be represented in this marketing in the top tier - thanks to the tremendous efforts put forth by Taylor.		
Conclusions	None		
Action Items	Person(s) Responsible	Deadline	
None	N/A	N/A	
DACC Committee Reports			
0 minute(s)	None		
Discussion			
Conclusions			
Action Items	Person Responsible	Deadline	
None	N/A	N/A	
Economic Development Update			
40 minute(s)	Robbie Bennett		
Discussion	<p>Robbie Bennett presented this month's economic development update sharing the following:</p> <ul style="list-style-type: none"> - White Oak Business Park - work in all areas is moving forward. - White Oak has received its second GRAD certification - Taylor Edwards hosted the "Sites and Buildings database training" on September 1st with all local real estate firms represented except one. - NextSite - very pleased with their work, especially with Martinez and Evans recently - Existing Industry sponsorship for the Manufacturing exchange on September 20, 2021 went well - The tentative date for Amazon's grand opening celebration and Serta's 25th Anniversary and expansion ceremony is October 1, 2021. - Robbie shared information on the 50th Anniversary campaign and 4-page Columbia County magazine insert - Lindsey Wilkes with Orange 142 presented their one-year wrap up report for September 2021 - August 2021. She shared their strategies for success including using programmatic advertising tactics, customizing/targeted audience program, 2020-2021 media plan, "In-Need" targeting, paid social media ads, paid search tactics. The campaign resulted in 1,977,384 ad impressions and over 31,000 clicks with a 1.57% click-through rate. All of the states in the US were touched with advertising campaigns and the timing coincided with a large percentage of people working remotely furthering the reach. Future recommendations were shared included using an "All-Inclusive" email strategy, paid social media efforts, in-need efforts, implementation of new programmatic tactics. Lindsey also shared her appreciation for Taylor Edwards' efforts for her hard work in helping Orange 142's efforts and thanked her for her patience and diligence. 		
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			
5 minute(s)	Robbie Bennett		
Discussion	<p>Robbie Bennett shared that he would be attending a regional film meeting to discuss how to bring more film business to the area. "Reel-Scout" needs to be updated for Columbia County. Zack Elledge will do freelance work to help update the database and photography. Executive Committee recommended bringing this to the Board. Robbie also shared that the Georgia Film Academy may sign an MOU with Augusta Tech to help bring necessary skills/employees for film work. Kerry Bridges suggested merging Orange 142's suggestion for video with the photo efforts for film.</p> <p>Robbie shared that the Destination Retail Incentive application of Frey Enterprises was reviewed by the review committee and they recommended providing a low-interest gap loan in the amount of \$36,628 for a 5-year term at the rate of 2.33%.</p>		
Conclusions	<p>Motion to approve contracting with Zack Elledge to support Film Columbia County in the amount of \$5,000. Motion: Phil Gaffney. Second: Jean Garniewicz. Motion passes unanimously (8-0).</p> <p>Motion to approve the Destination Retail Incentive Application for Frey Enterprises, LLC. and provide a loan in the amount of \$36,628 of which a portion that can be forgiven after two years if certain criteria are met. The terms are in the promissory note. Motion: Ron Thigpen. Second: Mark Wills. Motion passes unanimously (8-0).</p>		
Action Items		Person Responsible	Deadline
None		N/A	N/A
Calendar of Events			
0 minute(s)	Robbie Bennett		
Discussion			
Conclusions	None		
Action Items		Person Responsible	Deadline
None		N/A	N/A

Public Comments		
2 minute(s)	Dr. Tom Clark, Mark Hodges	
Discussion	<p>Dr. Clark shared that Fort Gordon hosted a job fair and over 150 attended.</p> <p>-Mark Hodges of RD Brown Construction shared that they have bids on 2 new projects currently - Columbia County Waste Treatment Plant and the Columbia Middle School upgrades.</p> <p>-Robbie Bennett shared that Martinez, GA was listed in the Top 25 places to live in Money Magazine.</p>	
Conclusions		
Action Items	Person Responsible	Deadline
None	N/A	N/A
Closed Session		
15 minute(s)	Robbie Bennett	
Discussion	<p>Motion to Enter Closed Session: Jean Garniewicz. Second: Hugh Hollar. Motion passes unanimously (8-0).</p> <p>Motion to Exit Closed Session: Jean Garniewicz. Second: Christina Purkapile. Motion passes unanimously (8-0).</p> <p>Chris Driver shared that 1 property matter was discussed and that no action was needed.</p>	
Conclusions		
Action Items	Person Responsible	Deadline
None	N/A	
Adjournment		8:53 A.M.
Conclusions	There was a motion to adjourn the September 22, 2021 Board Meeting at 8:53 am. Motion: Phil Gaffney. Second: Jean Garniewicz. Motion carries unanimously (8-0).	
Next meeting: October 27, 2021	DACC	All