

DACC Business Recruitment and Incentive Committee		
	4-Aug-21	7:30 AM DACC Conference Room
Meeting called by	Jean Garniewicz	
Type of meeting	Committee Meeting	
Facilitator	Chair - Jean Garniewicz	
Note taker	Anita Patel	
Adjourned	8:30 AM	
Attendees	Jean Garniewicz, Stan Shepherd, Mark Wills, Kerry Bridges	
Staff/Guests	Robbie Bennett, Taylor Dietz, Anita Patel	
Meeting Agenda		
3 minute(s)	Jean Garniewicz	
Discussion	The Agenda of the August 4, 2021 Business Recruitment and Incentive committee meeting was reviewed and a motion was made for approval. Motion: Kerry Bridges. Second: Mark Wills. The motion passed unanimously (4-0).	
Conclusions	None	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Minutes of Previous Meeting		
1 minute(s)	Jean Garniewicz	
Discussion	The minutes of the June 2, 2021 Business Recruitment and Incentive committee meeting were reviewed and a motion was made for approval. Motion: Kerry Bridges. Second: Mark Wills. The motion passed unanimously (4-0).	
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 minutes	None	
Discussion		
Conclusions		
Action Items	Person Responsible	Deadline
Updates		
55 minute(s)	Robbie Bennett	
Discussion	<p>Robbie Bennett provided updates to the committee and discussion was held on the following:</p> <ul style="list-style-type: none"> - Robbie Bennett and Kerry Bridges shared and requested input from the committee for any updates to second quarter goals. - The new DACC website is currently being created and will involve new content, new photography and new drone footage. Kruhu is working on the site map. Discussion was held on a retainer agreement with CSRA Photography for updated photo needs. A motion was made to enter into a retainer agreement. - Robbie shared the 50th Anniversary Campaign proposals sent by Kruhu showing the growth story with the per-capita income/population. Advertisement information was shared. There will be a soft release of the campaign at the Board Retreat dinner and in the October issue of the Columbia County magazine. - Taylor Dietz shared details about the creative campaign created by Orange 142 - targeted audiences, key words, content. Lead generation discussed and strategy to concentrate on the most effective methods to optimize digital campaigns. Discussion was held on the benefits working with companies like Orange 142. Renewal of contract, which ends August 2021, was discussed. 	
Conclusions	<p>Motion to enter into a retainer agreement with CSRA Photography for \$400 per month for photography work for one year. Motion: Stan Shepherd. Second: Mark Wills. Motion carries unanimously (4-0).</p>	
Action Items	Person Responsible	Deadline
None	N/A	N/A
Adjournment		8:30 A.M.
Conclusions	<p>There was a motion to adjourn by Kerry Bridges. 2nd: Stan Shepherd. Motion carries unanimously (4-0).</p>	
Next meeting: October 6, 2021	DACC	