



JOINT DEVELOPMENT AUTHORITY
NORTHEAST GEORGIA

Athens-Clarke - Oconee - Barrow - Elbert - Jackson - Madison - Oglethorpe
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Meeting Minutes

10:15 AM, August 8, 2018

Northeast Georgia Regional Commission

NEGRC Large Conference Room

Members Present: **Amy Stone, Rusty Warner, Jim Shaw, Bruce Azevedo, and John Scott (conditional appointment)**

Associate Members/Guests Present: **Beth Eavenson, Daniel Dobbins, Kay Keller, Mike Renshaw**

NEGRC Staff Present: **Jordan Shoemaker**

- I. Call Meeting to Order
 - a. The meeting was called to order by JDANEG Secretary Jim Shaw 10:15
- II. Introduction of New Members
 - a. John Scott- Director of Economic Development Jackson County
- III. Review and Approval of the Minutes from May 29th Meeting
 - a. Shaw editorial change to 5/29/2018 minutes- Jackson Spec. Warehouse case
 - b. Motion to approve Shaw; Second Stone
 - c. Finances- \$10,000; Motion Shaw; Second Rusty
- IV. Nomination/Election of New Officers
 - a. Need chairman and vice chairman
 - b. Stone nominates herself chairman-unanimously elected
 - c. Stone nominates Rusty; Rusty nominates himself; unanimous
 - d. Shaw nominates John Secretary/Treasury (Conditional appointment); Rusty seconds; unanimous
- V. Website Discussion
 - a. Stone motions to activate and utilize existing webpage; John seconds; unanimous
 - b. GIS Webtech- Not proceeding; Jordan will communicate with webtech JDANEG will not use it
 - c. Explore state website and think about EMSI subscription
 - d. Beth Area report
 - i. Ga Academy for Economic Development Feb 7, March 7, Apr 2, May2
 - ii. Equity ARC deadline
 - iii. Regional Workshop
- VI. Planning Retreat
 - a. Discuss goals for the Upcoming Year
 - i. Promote the region
 1. Stone: Tourism-Regional Tours; Escape Rooms
 2. Historic districts
 3. Stone: Regional Broadband discussion
 4. Stone: Host Dinner for project managers
 5. John: Breakfasts for project managers
 6. Daniel: JDA lunches
 7. Stone-Find a financing mechanism
 8. Develop marketing strategy
 - a. Get more bonds
 9. Long-term- Submit articles; work on website

- ii. Economic Development- Workforce rebranding
 - 1. Early childhood as workforce development
 - 2. Elbert-Great promise program
 - 3. Film Ready
 - b. Develop Tasks and Assignments
 - i. 60 day tasks
 - 1. SWOT Analysis
 - 2. Develop Brand
 - 3. Get organized for GEDC-Get organized for plant manager event
 - 4. Consistent State of Region
 - 5. Picking Speakers
 - 6. Brainstorm workforce plan
 - 7. Website
 - ii. 6 months tasks
 - 1. Develop Marketing plan
 - 2. Breakfast GEDC
 - 3. Hold plant manager meeting
 - 4. Plan meeting with Greenville
 - 5. Research other projects
 - iii. 1-year tasks
 - 1. Build a relationship or visit Greenville
 - 2. Promote bonding capability
 - c. Fill out Task and Assignments
 - 1. SWOT Analysis- Rusty, John, Amy, Jordan, NEGRC Staff and Daniel
 - 2. Develop brand- Rusty, John, Stone
 - 3. Getting organized for GEDC-John and Mike
 - 4. Getting organized for plant manager event-Rusty and John

VII. Area Updates

- a. Daniel- GA Rural Initiative speaking at GETA event; Amy Carter will do Regional tour
- b. Amy- GEDA speaking at workforce development; new BBQ place in Crawford; small industry moving into Lexington (processing food) associated with starkly company and Gatorade proceeds will go to UGA; city planning
- c. John- Hosting GA Department of Economic Development board meeting; 13 million of industrial space under construction; Amazon ribbon county
- d. Rusty- 85 corridor; helping existing industry; New company 13 million in infrastructure; proposed building in industrial park; ½ million fun for economic development putting a comprehensive plan tied more to economic development
- e. Mike- Economic development position being filled next Tuesday-Lisa from Lanier Tech, 44 million investment in electric cars EDA grant to extend 350 jobs
- f. Bruce-3 million EDA loan approved Chamber restructured putting ED committee; new equipment Medlin Factory approved ARC

VIII. Other Business

- a. Phone conference 9/11 @1:30pm
- b. Meet again October 16 @ 10:00am to complete SWOT ANALYSIS
- c. Meet 11/14

IX. Adjourn