

Economic Development Advisory Committee
Thursday, December 15, 2016
8:00 A.M.
Police Department Training Room

Members Present: Chairman Rick Buckner, Councilmember Mark Phillips, Dean Infinger, Ron Henderson

Members Absent: Rob Sanchez, Joe Bagwell, Angela Gordon

Staff Present: City Administrator Jake Broom, Public Information Officer Frank Johnson

Press Present:

Guests Present:

I. Call to Order:

Mr. Buckner called the meeting to order at 8:02 a.m. and confirmed that a quorum was present.

II. Approval of Prior Meeting Minutes – May 26, 2016:

Mr. Infinger made a motion to approve the prior meeting minutes. Mr. Henderson seconded the motion, and the motion passed 4-0.

III. Staff Updates & Discussion:

Status of Rebranding / Website: Mr. Broom stated that Cyberwoven (Columbia, S.C.) has been working with Frank Johnson, the city's Public Information Officer to lay out the architecture of the new website. Mr. Broom stated that the new website will feature photographs professionally taken around the city. Mr. Broom stated that the Mayor and City Council have not approved either of Cyberwoven's two logo redesigns and the project will proceed without the inclusion of a new logo.

The Committee reviewed the two proposed logos designed by Cyberwoven, and agreed that the website was important enough to proceed without the inclusion of a new logo.

The Committee reviewed sample advertisements produced by Cyberwoven that could be used to market the city at economic development events or meetings, in magazines or other print publications or online.

Report: ICSC Fall Conference – Atlanta, Georgia: Mr. Broom stated that he attended the Fall Conference of the International Council of Shopping Centers to meet with developers to market the city for potential restaurants. Mr. Broom shared marketing materials that were produced by Cyberwoven for the event.

Mr. Infinger asked how the meetings went, and Mr. Broom answered that the meetings went well and he believes it was a good introductory step for the city to take.

EDAC Data Sheet: Mr. Broom pointed out the EDAC Data Sheet in the agenda packet without further comment.

IV. Chairman's Time:

Mr. Buckner stated that he is excited to get the Economic Development Director on board. Mr. Infinger requested that the Committee meet in March or April once the Director has been hired. Mr. Buckner agreed and asked that Mr. Broom schedule a meeting as soon as possible once the new position was filled.

V. Adjournment:

Hearing no further business, Mr. Henderson made a motion to adjourn. Mr. Phillips seconded the motion, and the motion passed 4-0. The meeting adjourned at 9:22 a.m.

Minutes approved and adopted:



Rick Buckner, Chairman

3/30/17

Date