

Lake Oconee Area Development Authority

Minutes – August 4, 2014

Attendees: Dan Elmore (Putnam), Joe Schneider (Putnam), Terry Schwindler (Putnam), Ronald McWhorter (Greene County), Kevin Mathis (Putnam), Valerie Duvall (Greene County), Hannah Wilcher (Guest-Greene County Tourism), Laura Gailey (Guest-Gailey Law Firm)

I. Meeting was called to order by Chairman Joe Schneider

II. Updates from counties:

a. Terry Schwindler, Economic Development Director for Putnam County:

1. Dan Elmore has retired as the Eatonton City Administrator and is replaced by Gary Sanders.
2. City Center parking lot will be complete this Fall
3. Hike & Bike Trail downtown on N. Jefferson St. is now open
4. New Chinese restaurant downtown (China Chef).
5. New Mexican restaurant on the by-pass in the truck stop (El Jarrito).
6. Huddle House Restaurant has temporarily closed for renovations.
7. Auto Zone is building in the Walmart out parcel.
8. Aalto Scientific and their sister company, AUDIT MicroControls, are constructing two buildings in the Rock Eagle Technology Park (RETP). They will start moving into the AUDIT building on August 5th and the Aalto building in mid-December.
9. A new gas line to the RETP will be complete in October.
10. PDA is running ads in Site Selection Magazine in the May, July & September issues to promote RETP.
11. PDA is running an ad in the Georgia Trend October issue.

b. Valerie Duvall, Economic Development Director for Greene County:

12. 23 open projects of different sorts
13. 9 industries looking at Greene County to locate
14. 8 existing industries in Greene County expanding and adding more jobs
15. 3 existing industries have launched new product lines
16. Nominated 2 local business for the GEDA state small business rock star awards:
 - a. Genuine Georgia
 - b. Yesterday Cafe
17. 2 existing industry will be undergoing a renovation
18. Continue work on the Mega Site at I-20
19. New Economic Development Center at I-20
20. Revamp of Greene County listings on GaFacts.org that are pulled through to: Ga Power's GRC (selectgeorgia.com), Ga's EMC database (ga-sites.com), and Electric Cities of Georgia's databases (LocationGeorgia.com)
21. Economic Development Branding for Greene County
 - a. New website portal with extensive mapping capabilities (Accrinet)

- b. New logo and tag line / overall branding for Greene County EcD for prospects and statewide project managers
 - c. Promotional EcD video and industrial photography for website, marketing packet, and to showcase in the new EcD center
 - d. Social media platforms focusing on EcD in Greene County
 - e. Ongoing press releases, advertising, research for competitive positioning
22. Continue with Existing Industry Survey with current Manufacturers Council to design a program that will:
- a. Retain and assist with expansions while also dealing with issues and challenges
 - b. Support business development and growth
 - c. Build solid relationships and strengthen the line of communication
 - d. Understand what industries are doing and how they are doing
 - e. Keep existing jobs and tax base at the local level
23. Tourism board hired Bond Creative out of Athens, GA to manage the account from a creative aspect. Contracted items include:
- a. New website to be launched in approximately 1 month
 - b. New logo and tag line / overall branding for Visit Lake Oconee
 - c. Maps for the new website and for marketing materials
 - d. Photo shoot of Greene County
 - e. Marketing packet design and production with new stationary, business cards, promotional sticker
 - f. Ad design, copy writing, media buying
 - g. Video design and production
 - h. Social media integration and management across platforms
 - i. Paid marketing creative and media placement

III. Motion to adjourn meeting by Joe Schneider, Motion passed.

IV. The Next Meeting will be November 3, 2014.