

# **GEDA Committee and SIG Action Plans 2017**

## **Business Recruitment Committee - Action Plan 2017**

Chair: Walt Farrell, Senior Project Manager, Georgia Power

- Seek Committee Members for Business Recruitment Committee
- Seek active engagement with the **Site Selection Consultant** community. Allow the GEDA members to hear actual examples of successful projects and how the project process unfolded. Provide consultant networking session and presentation from consultant on relevant topic. Host the same day.
- Execute one luncheon program that focuses on a successful deal (Mercedes Benz, Sentury Tire, Adidas, etc.) with a same day presentation by consultant to smaller group (Committee, Board, interested members) focused on a relevant topic (Skills Gap, Millennials, Apprenticeship Programs, Etc.)
- Seek active engagement with the **Brokerage** Community Statewide and provide an opportunity for members to meet brokers, network, and discuss best practices.
- Host networking event to engage Brokers – (Monday Night Brewery, Sweetwater, Top Golf, etc.)
- Partner with Business Retention and Expansion Committee to host two working sessions focused on Workforce and Georgia Assets

## **Business Retention and Expansion Committee**

Chair: Ashley Miller, Manager of Business & Industry, Macon Economic Development Commission

- Promote Manufacturing Appreciation Week and National Manufacturing Day
- In conjunction with Business Recruitment Committee, hold two sessions focusing on Workforce and Georgia assets
- Hold two committee meetings to share information critical BRE programs
- Promote best practices to help develop and grow a BRE program

## **Development Authority Executives Committee**

Chair: Melinda Lemmon, Executive Director, Cartersville-Bartow County Economic Development

- Upgrade Communications Plan
- Provide opportunities for networking and information sharing
- Provide educational opportunities to internal and external audiences

# **GEDA Committee and SIG Action Plans 2017**

## **Marketing & Communications Committee 2017 Action Plan**

Chair: John Scott, Project Manager, Brunswick & Glynn County Development Authority

- Website help and support
- Strengthen social media and online networking
- Continue to improve email communications
- Engage technology during monthly luncheons and conferences
- Provide communications & marketing support to other committees with an emphasis on Young Professionals

## **Membership Services Committee**

Chair: Shelley Zorn, Economic Developer, City of Thomasville

- Create new member “Ambassadors”
- Revamp new member luncheons at Spring Workshop/Annual Conference
- Create “5 Things I Wish I had Known in the First 5 Years” session at Spring Workshop
- Improve on the annual special awards luncheon
- Hold a “Behind the Curtain” session

## **Professional Development Committee**

Chair: Scott Poag, Project Manager, Augusta Economic Development Authority

- Promote GEDA professional development grant program.
- Administer GEDA Professional Development grant program
- Promote and support the practice of economic development certification

# **GEDA Committee and SIG Action Plans 2017**

## **Public Policy Committee**

Chair: Al Nash, Executive Director, Development Authority of Fulton County

- Determine how to fund a public policy position for GEDA
- Host Public Policy 101 at Spring Workshop with a Wednesday breakout session to garner support from Development Authority Executives and increase Young Professionals interest.
- Creation of Public Policy core group with Young Professional representation

## **Sponsorship Committee**

Chair: Jessica Hood, Executive Director, Development Authority of Burke County

- Revise Sponsorship tracking
- Streamline and revise Annual Conference packages
- Luncheon sponsorships – determine “baseline” and more expensive programs
- “Beef up” Champions Circle benefits
- Clearly define and promote Winners Circle

## **Young Professionals Committee**

Chair: Meghan Duke, Economic Development Director, City of West Point

- Recognize Young Professional in Spotlight in monthly luncheon newsletter
- Meet the Team Session
- Place young professional on each committee and SIG for engagement
- Hold Coffee with the Commissioners of DCA and GDEcD
- Development of Sales Training & Public Policy 101 Course

# **GEDA Committee and SIG Action Plans 2017**

## **Education / Workforce Development SIG**

Chair: Jan Melcher, Director, Eastern Operations, Georgia Quick Start

- Promote and support educational and workforce development partnerships
- Provide access to information on education and workforce development

## **Entrepreneurship SIG**

Chair: Mark Farmer, Economic Development Manager, Gwinnett County

- Model after Georgia Council
- Host a Spring Workshop Breakout Panel
- Support Rock Stars
- Supply items to GEDA newsletter
- Hold tours of urban and rural entrepreneur projects

## **Natural Resources/Environment SIG**

Chair: Ralph Forbes, Thomas & Hutton Engineering Company

- Publish 4 articles in newsletter this year
- Host a panel @ Spring Workshop/Annual/Conference
- Link w/ Public Policy U.S. Army Corps of Engineer Issues

## **Non-Traditional SIG**

Chair: Niki Knox Vanderslice, Vice Chair, Fayette County Development Authority

- Identify potential SIG members
- Facilitate April monthly meeting

# **GEDA Committee and SIG Action Plans 2017**

## **Research SIG**

Chair: Dana Brewer, Director of Research, Georgia Department of Economic Development, Global Commerce Division

- Hold a breakout session at Spring Workshop on available data and resources
- Hold 2 to 3 research SIG networking/learning events
- Outreach to new SIG members throughout state to ask topic and scheduling ideas

## **Rural Development SIG (Collaborating on, education of and understanding of issues in rural Georgia)**

Chair: Kyle Fletcher, Executive Director, Thomaston-Upson IDA

- Economic Developers meet to discuss Issues (challenges in rural communities), Competing w/ incentives (best practices, how to maximize relationships with DOL, GDEcD, DCA), and taking care of our own with small businesses (website, entrepreneurship, and small business resources)
- Educate on rural economic development

## **Transportation/Infrastructure SIG**

Chair: Stacy Watson, General Manager, Economic & Industrial Development, Georgia Ports Authority

- Recruit ten members that reflect targeted stakeholder/influencers and more DOT representation
- Publish three articles in the GEDA newsletter
- Provide a speaker at Spring Workshop