



GEDA 2022 Action Plans

Committees

Business Recruitment

Chair: Ashley Varnum, Business Recruitment Director, Georgia Power

1. Plan the October Site Selection Consultants Luncheon
2. Plan and execute a broker-related event (panel) in partnership with the Society of Industrial and Office Realtors (SIOR) as part of a continuing education initiative.
3. Possibly utilize SIOR representatives in upcoming conference programming Development Authority Executives

Development Authority Executives

Chair: Robbie Bennett, CECD, Executive Director, Development Authority of Columbia County

1. Continue initiatives from 2021 Action Plan – Expand the Development Authority Executives Summit to twice per year.
2. Refine the DA Exec list to ensure better reach and inclusion. This will include the primary DA contacts and second in charge.
3. Catalog all information used and shared in the DA Executive Summits to have a reference point for refining content for future sessions and building best practices.
4. Coordinate efforts with related committees. This is especially true for as it relates to the efforts of the Public Policy Committee and monitoring legislation that directly impacts development authorities.

DiverseED

Chair: Chris Pumphrey, President, Elevate Douglas Economic Partnership

1. Consider implementation of committee
2. Help identify/recruit mentors and ambassadors to support newcomers to the profession

Existing Industry/Workforce

Chair: Heath Tippens, Vice President, Cherokee Office of Economic Development

1. Educate members on relevant topics by hosting two webinars in partnership with UGA's Carl Vinson Institute of Government - one webinar being in late spring and the second webinar being in the summer
2. Host "get to know" event for committee members
3. Catalog innovative workforce development/existing industry programs and share findings with membership

Member Engagement

Chair: Eric McDonald, President/CEO, Haralson County Chamber of Commerce

1. Conduct exit survey for dropped members
2. Create list of common reasons for members dropping
3. Develop an intentional outreach strategy to reach out to new members within their first six months of membership, continuing up to 24 months of membership

Nominating

Chair: Chris Pumphrey, President, Elevate Douglas Economic Partnership

1. Continue to consider diversity of race, gender, geography, professional background when selecting board members and officers
2. Give priority consideration to past or current Committee Chairs, SIG Chairs and Board Members for board and officer positions
3. "DREAMS"
 - a. No resignations/retirements
 - b. Board make-up to be representative of all "5 Voices"

Professional Development

Chair: Jason Dunn, Executive Director, Fitzgerald-Ben Hill County Development Authority

Objective: Create and implement a series of one-hour virtual training sessions offered to GEDA members that will be very affordable and give value to the economic development professional.

1. Continued implementation of virtual professional development webinars
 - a. Topics will include
 - i. Crypto-Currency
 - ii. Communication skills
 - iii. Real Estate

1. Leases
 2. Building Inspection
 3. Land Development
 4. Infrastructure
2. Dates:
 - a. February 24
 - b. May
 - c. August
 - d. December
 3. Parties Involved
 - a. The Professional Development Committee will coordinate all efforts through Brittney Love, GEDA Manager, Member Services.
 4. Marketing
 - a. Approximately 30 days prior to the date of the event, an email announcement with registration will be sent out to GEDA members.
 - b. The Professional Development Committee will provide the GEDA newsletter with the following:
 - i. A recap of the most recent webinar.
 - ii. A month prior to the next webinar, the Professional Development committee will have information on the upcoming session in the GEDA newsletter.
 5. Recording
 - a. All sessions will be recorded for future uses.

Public Policy

Chair: Charlie Moseley, Manager, Statewide Economic Development, Georgia Power

1. Educate/Inform
 - a. Encouragement to local E.D. executives to engage legislators prior to session
 - b. Populate a Public Policy Task Force (5-7 Executives)
 - c. Work with partnership organizations (ACCG, GMA, etc.) to support (not oppose) GEDA's legislative priorities
 - d. Create/refine GEDA's Legislative Agenda

"DREAMS" H

1. Host E.D. legislative committees at Spring Workshop and Annual Conference

Special Services Awards

Chair: Keri Orvin, President & CEO, Development Authority of Appling County

Scope: This committee will provide the support for the Deal of the Year (small, mid-size, large & regional) and the Volunteer of the Year. These awards shall be presented at the November GEDA Luncheon (November 14, 2022)

1. Simplify Process
 - a. Create focus group of industry professionals to provide feedback
 - b. Update forms & research form types that simplify process for nominee and judges
 - c. Consider definitions/eligibility around non-traditional projects
 - d. Speak to previous judges & communities to evaluate process
 - e. Identify potential judges (site selection consultants, higher education, etc.)
 - f. Have nomination forms prepared for distribution by May 1, 2022
 - g. Nominations open June 1 – July 31
 - h. Complete judging procedures and provide recipient names for award acquisition (Deadline?)
2. Increase Visibility & Prestige
 - a. Invite local media
 - b. Consider having a high-profile individual present the awards
 - c. Brainstorm appropriate individuals with focus group
 - d. Host Awards Luncheon, November 14, 2022 - GA Tech Hotel
 - e. Discuss hosting press conference in communities for awards

Sponsorship

Chair: Jessica Hood, Vice President, Effingham County Industrial Development Authority

1. Incorporate various social media platforms to promote sponsor opportunities and sponsor organizations once sponsorships are secured
 - a. Collaborate with Marketing/Communications – “Map a Plan’
 - b. Look at GEDA LinkedIn
 - c. Enrich the sponsor experience
 - d. Conduct “Thank You Thursdays” to promote sponsor highlights of their company’s products/services
 - e. Assign board members to “thank” sponsors in various ways (emails, calls, etc.)
 - f. Simplify/clarify sponsor opportunities

Shared Interest Groups

Education Pathways & Partnerships

Chair: Stephanie Scarce, Vice President of Economic Development, Georgia Northwestern Technical College

1. Host an Economic Development 101 session for Technical College Vice Presidents of Economic Development.
2. Host two Technical College Economic Development 101 sessions for economic development practitioners across the state (local, state, regional, etc.), one in North Georgia and the other in South Georgia.

Land Development & Natural Resources

Chair: Shaun Dodson, Senior Site Design Specialist, Georgia EMC

1. Use Spring Workshop and Annual Conference and/or webinars to educate GEDA members on:
 - a. Building updates to site selection tools
 - b. New land/inventory development – Best Practices
 - c. Wetlands

Marketing & Communications

Chair: Stephanie Dammen-Morrell, Hussey Gay Bell

GOAL: Position GEDA as the association of choice for key interest groups through strategic marketing & communications

Objective: Develop and deploy marketing strategies that support Board efforts and increase GEDA brand's visibility/connectivity to members, prospective members and policymakers

Tactics:

- Conduct select perception survey of members, prospective members and policymakers to gain insights through primary or secondary sources
- Perform "lite" brand and experience audit
- Perform engagement audit and competitor analysis for related industry associations
- Invest in social media management platform solution to enhance GEDA's digital storytelling methods and metrics
- Collaborate with board, committee and other SIG chairs' to identify opportunities for digital campaigns to support initiatives
- Reinforce GEDA as experts on job creation and policy impacts through curated storytelling
- Develop annual shared calendar to map out critical content opportunities
- Create a virtual abode to house photos/content to create queue for content mapping

P3s/Redevelopment

Chair: Randall Toussaint, Economic Development Director, City of Johns Creek

Idea No.1: Partner with the Council for Quality Growth to co-host a webinar about best practices for redeveloping vacant office spaces in the COVID era.

a. **Description:**

The global pandemic has had a disruptive affect upon both the office and retail real estate markets. As the process of reopening workplaces around the world continues, join experts as they share tools and best practices for redeveloping dormant office spaces in the wake of COVID-19.

b. **Potential speakers:**

- i. [Hines](#) (expertise: impact of COVID upon the global office market)
- ii. [Parkside Partners](#) (expertise: adaptive re-use/ reinventive spaces)
- iii. [Kim Carter, Georgia DCA](#) (expertise: public-private partnerships/ DCA's Redevelopment Fund)

c. **Potential moderators:**

- i. Jeff Santoro, Council for Quality Growth

Idea No. 2: Host a webinar about the growing trend of converting failing malls and struggling big box stores into warehouse/distribution facilities, in the wake of COVID. The event will explore how public-private partnerships are a driving force behind the redevelopment process.

Research

Chair: Marion Phillips, Research Analyst, Georgia Power

1. Host meeting(s) of researchers from across the state and utilities to determine data needs of local economic development organizations and discuss best practices
2. Develop Catalog of Resources and make available on GEDA website. Use links to existing tools offered by all economic development service organizations, including:
 - a. Site selection tools
 - b. Self-service tools
 - c. Subscriptions

Rural Development

Chair: Brittany Ivey, President & CEO, Stephens County Development Authority

1. Promote multi-county rural development projects by hosting "information sharing" events
2. Work with appropriate agencies to secure ARPA funding for rural areas across Georgia
3. Conduct rural "Best Practices" tours, like the Mill at Etowah tour
4. Utilize resources of UGA CVI around "broadband" initiatives (Brittany contact Matt Colvin)

Young Professionals

Chair: Colin Chance, Industrial Project Manager, Electric Cities of Georgia

1. Host three (3) "Coffee & Hot-Seat" events prior to GEDA luncheon - These coffee chats will be

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centered around an expert in economic development

a) The goal of this event:

- i) Create an informal environment that allows young professionals to ask a veteran in economic development a wide array of questions
- ii) Provide networking opportunity for young professionals

b) Target “Hot-Seaters”:

- i) Pat Wilson
- ii) Anna Chafin
- iii) Chris Pumphrey

2. Relationship Building Event - Ice cream social

a) The goals of this event:

- i) Relationship Building
- ii) Experience ***Jeni’s Ice Cream***
- iii) Create space for participants to share the latest happenings in their ED world

3. Project Presentation & Networking Event - Have a state PM, utility PM, and local economic developer walk-through a presentation

a) The goals of this event:

- i) Give young professionals a detailed description of the highs and lows of a unique project that located in Georgia