

GEDA Committee and Shared Interest Group (SIG) 2019 Action Plans

COMMITTEES

Business Recruitment Committee:

1. Secure broker event by April and consultant panel by August to help sponsorships have time to work
 - a. Look into having a broker event in coordination with the Society of Industrial and Office Realtors (SIOR) (*NOTE: Action taken 10.16.18 to eliminate the traditional GEDA broker event for June in 2019*)
2. Recap and explain the Georgia Department of Economic Development (GDEcD) annual report to the membership (use snippets that can be included in the newsletter and social media)

Business Retention and Expansion Committee:

1. Promote best practices to help develop and grow a Business Retention & Expansion (BRE) program
 - a. Collect best practices
2. Hold two sessions focusing on BRE
 - a. Present best practices/general trends at the Annual Conference
 - b. Present best practices/ specialized topic at Spring Workshop

Development Authority Executives Committee:

1. Create an executive task force to discuss upcoming legislative issues to be up and running by the beginning of the General Assembly to give feedback to GEDA staff
2. Identify all the DA Executives in the state in 2019

Marketing and Communications Committee:

1. Transition/Change the responsibility away from an internal marketing committee to a program education committee (educate members)
 - a. Assist 1st Vice Chair, 2nd Vice Chair, Secretary/Treasurer and staff in identifying good programs to be proactive and help to put the programs on

Membership Services Committee:

1. Recruitment of new members
 - a. Recruitment of new members (who is here and who is not here) – find out what counties are not represented and reach out to allies, JDAs, to encourage membership through a guest invitation to a luncheon
 - b. Recruitment of members in state agencies that are not present – evaluate who is present and how could we increase interactions with these agencies to help the members (EPD, TCSG, DOT, University ED VPs)
2. Retention and Orientation:

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- a. Encourage orientation: use developed PowerPoint of “GEDA 101” to encourage engagement
- b. Have committee chairs present at orientation for 2 minutes or to call to explain what committees do for new members
3. New Member Applications
 - a. Have committee chairs reach out to each new person and introduce themselves and encourage them to connect to a committee if they did not select

Annual Awards Sub-Committee:

1. Create a timeline for the prep activity for the awards
 - a. Formal document creation to coordinate with state, judges, applicants, and present to board and judges- includes timelines and deadlines –complete this by March 31
2. Create a formal marketing plan for how to apply for the awards programs and what a great opportunity it is to get projects out to the state agencies – Deadline is March 31; Include social media

Nominating Committee:

1. Reflect GEDA’s diverse membership when selecting board members and officers considering gender, race, geography, background/experience
2. Give priority consideration to past or current Committee Chairs, SIG Chairs and Board Members for board and officer positions

Professional Development Committee:

1. Move grants and scholarships from a committee to a staff function
2. Promote and support certifications
 - a. Hold a Workshop session – what is available for certification? What is useful in our profession?
 - b. Identify who is going through the IEDC Certified Economic Developer (CEcD) program and connect existing CEcDs with those who are going through for coaching
 - c. Feed best practices to Georgia Certified Economic Developer (GCED) program. As GEDA uncovers best practices in committees, feed those practices into the GCED program to become case studies/panelists for the curriculum.
3. Evaluate if this committee should be a SIG or a Committee

Public Policy Committee:

1. Develop a bill tracking/policy feedback team for GEDA –
 - a. Poll membership – this team works with staff to draft polls on taking a position
 - b. Statewide representation reflective of GEDA membership – rural/urban/statewide/utility
 - c. Make recommendation to the Executive Committee, who will ultimately decide what, if any, position GEDA takes
 - d. Prioritize bills being tracked
2. Build a matrix of GEDA membership and legislative relationships
3. Host a panel of legislators at annual conference on what is coming next session

Sponsorship Committee:

1. Confirm the Champions Circle and Winners Circle cost/ benefits by November 26, 2018
2. Confirm monthly, spring workshop and annual conference sponsorship goals by December 2018 and meet or exceed said goals

Young Professionals Committee:

1. Establish a foundational contact list, to be passed down chair to chair, by requiring members to declare if they are a young professional (under 40); secure 50% engaged in at least one young professional event annually
2. Identify mentors and extend the committee
 - a. Dissolve the cap on the age and extend membership to people beyond 40 for mentorships. Invite some over 40 to come to a young professional event for networking and conversations. Goal to have at least 7 professionals who are working as mentors.

SHARED INTEREST GROUPS (SIG)

Education/Workforce Development SIG:

1. This SIG should be a conduit for information on what is going on in Workforce development and education through its promotion and support of education and workforce development partnerships
2. Provide opportunities to showcase education and workforce development resources in Georgia and their role in economic development
 - a. Identify people who can serve on panels
 - b. Create a repository to collect and share ideas on creative workforce development solutions and have these ready to share

Entrepreneurship SIG:

1. Conduct the Small Business Rock Star Awards process and event, planned for March 18
2. Investigate the idea of a “Shark Tank”

Natural Resources/Environment SIG:

1. Select a Vice Chair and organize the committee
 - a. Include the U.S. Army Corps of Engineers (USACE) and the Georgia Environmental Protection Division (EPD) as membership-targets
2. Continue the focus on wetlands issues
 - a. Consider a plan for statewide support for wetlands permitting, working with Cornerstone Government Affairs
3. Continue to educate GEDA members on drinking water issues

Non-Traditional Economic Development SIG:

1. Provide A program for the GEDA August monthly luncheon on recreation (Columbus)
2. Host a session at Spring Workshop with a panel offering a variety of examples
 - a. Housing and land banks
 - b. Agri/tourism
 - c. Hospitality

Research SIG:

1. Identify Vice-Chair and establish the task-force for the SIG to put together programming to be held prior to or after GEDA luncheons
 - a. Offer a Spring Workshop on completing RFIs
 - b. Position this SIG as a resource for the GEDA membership
2. Put together a catalog of resources (tools) that researchers are using at the state and utilities
 - a. Consider a website research-corner to showcase new tools for GEDA membership

Rural Development SIG:

1. Review the recommendations from the Georgia House Rural Development Council Study Committee. Hold a live Facebook meeting to discuss and provide feedback to Public Policy Committee
2. Provide workshops
 - a. Provide a program for the Spring Workshop on Rural Development
 - b. Conduct a monthly program to bring in the Department of Agriculture (USDA)
 - c. Before/After monthly – Seminar on spec-building in rural communities

Transportation/Infrastructure SIG:

1. Plan two concurrent Spring Workshops on alternative transportation practices for urban and alternative transportation for rural areas
2. Target/recruit at least 2 Georgia Department of Transportation (GDOT) memberships in GEDA