

GEDA Committee and SIG Action Plans 2018

Business Recruitment Committee

Chair: Al Nash, Development Authority of Fulton County

- 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
- Same day presentation by consultant to smaller group focused on a relevant topic
- 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 & Consultants
- Partner with Business Retention and Expansion Committee to host two working sessions focused on Workforce and Georgia Assets

Business Retention and Expansion Committee

Chair: Brian Sillitto, Greater Columbus Georgia Chamber of Commerce

- Promote Manufacturing Appreciation Week and National Manufacturing Day – April 9-12, 2018
 - GEDA will include information on its website about the Awards Luncheon on April 12, 2018 at the Georgia International Convention Center
 - Brian will email the members of the committee about making nominations for the Manufacturers of the Year Awards – Information for the email can be gleaned from this site - <http://www.georgiamaw.org>
- In conjunction with Business Recruitment Committee, hold two sessions focusing on Workforce and Georgia assets
 - One session at the Annual Conference on General Trends
 - One workshop at the Spring Workshop on a specialized topic
- Hold two committee meetings to share information critical BRE programs
 - These can be held in the luncheon room after any of the monthly lunches. Just notify Kelly McLendon so she can ensure you have space
- Promote best practices to help develop and grow a BRE program
 - At one or both of the meetings have the group brain storm best practices and case studies they might want to collect, and then assign a team to collect those resources.
 - They can be added to the GEDA website on the BRE webpage and shared in the newsletter or a standalone email

Development Authority Executives Committee

Chair: Melinda Lemmon, Cartersville-Bartow County Economic Development

- Update and maintain Committee Contact List.
- Provide networking and information sharing opportunities by hosting Committee sessions at a minimum of four (4) face-to-face meetings including the Spring Workshop and Annual Conference. Highlight best practices, focus groups and/or pertinent topic discussions.
- Strengthen relationships with, and support educational opportunities of, both internal and external stakeholders. The Committee will establish and make available, a list of economic development practitioners that are willing to be subject matter experts. Stakeholders include but are not limited to the GEDA Public Policy Committee, ACCG/GMA, UGA, TSCG and others.

Marketing & Communications Committee

Chair: J.R. Charles, Oconee County – Economic Development

- Conduct a survey of membership, and ask which medium is their preferred choice for news consumption. Choices would consist of Newsletter/Email, Facebook Posts, Twitter Updates, and/or Other (blank field left for specific content.)
- Identify all members of GEDA on Facebook, Twitter, LinkedIn and invite them to “Like” or “Subscribe” to GEDA’s various Social Media channels
- Identify software/platform that will manage all of GEDA’s social media channels via a single interface
- Create/repost content for GEDA’s Social Media channels which members can share on their respective social media channels
- Recruit social media ambassadors who will share content with GEDA and share GEDA’s posts with their respective audiences
- Create a GEDA page/profile on YouTube, LinkedIn, and Instagram
- Create/repost content for to various social media channels
- Allow GEDA staff to interact with social media channels in a easy-to-use interface
- Allow GEDA Committee members and Board of Directors access information quickly, make decisions easily, and stay up to date on the responsibility/implementation/completion of tasks.
- Live Stream monthly meetings, Annual Meeting workshops, and Spring Conference workshops
- Educate members on public relations “best practices” to use in their own communities, as well as use in their interaction with GEDA

Membership Services Committee

Chair: Mitch Griggs, Union County Development Authority

TBA

Professional Development Committee

Chair: Saralyn Stafford, Georgia Department of Community Affairs

- Promote GEDA professional development grant program via the newsletter and social media using profiles provided by the recipients and acknowledging them as recipients of a grant from GEDA.
- Administer GEDA Professional Development grant program by approving applications in a timely fashion.
- Promote and support the practice of economic development certification

Public Policy Committee

Chair: Dan McRae, Seyfarth Shaw LLP

- Form a Rapid Response Team
- Provide legislative updates to membership throughout 2018 Session; provide technical assistance in response to membership questions
- Host Public Policy 101 at Spring Workshop with a Wednesday breakout session to garner support from Development Authority Executives and increase Young Professionals interest.
- Public Policy core group with Young Professionals representation

Sponsorship Committee

Chair: Jessica Hood, Development Authority of Burke County

- Reorganize Sponsorship Tracking Spreadsheet (SW&AC)
- Confirm Lunch Pricepoints
- Review / Revise Champion and Winners Circle Benefits
- Confirm Goals for Sponsorship for SW & AC
- Consider Conference App – Replace Printed Passports
- Write “How To” for Incoming Sponsorship Chair

Young Professionals Committee

Chair: Ashley Varnum, Georgia Department of Economic Development

- Promote the spotlight via email blasts and announcement after award announcement at monthly luncheon.
- Plan dates for meet the team based off of GEDA monthly meeting calendar (content subject to change)
 - Q1: LEAF team – Brittany Holtzclaw
 - Q2: International team – Nico Wijnberg
 - Q3: LCSC team – E Jane Caraway

- Q4: GDECD Workforce team – Matt Colvin
- Secure sponsors for each session – begin in Q4 2017 for Q1 2018 and Q3 2018 for Q4 2018 and ask proposed participants listed below
 - Q1: Tom Croteau – Global Commerce Deputy Commissioner, GDEcD (project trends in the state, how communities can best prepare for projects, etc.)
 - Q4: Christopher Nunn – Commissioner, DCA
- Secure session spot for spring conference with conference chair and get panel participants
- Reach out to Colleges of Business at GA Southern and ABAC who have degrees in economic development to share about opportunities in economic development with various organizations, host students at luncheons and serve as a connector into the industry for students.

Education/Workforce Development SIG

Chair: Jennifer Nelson, Carl Vinson Institute of Government

- Promote and support education and workforce development partnerships.
 - Establish a shared interest group with diverse membership for this purpose.
 - Compile an education and workforce development panel for the spring workshop or annual meeting to feature successful partnerships.
- Provide opportunities to showcase education and workforce development resources in Georgia and their role in economic development.
 - Include an Education and Workforce Development forum or discussion group as a part of the regional meetings in July 2018.
 - Share current and relevant information on education and workforce development resources via infographics, the GEDA website, the newsletter, or other means.

Entrepreneur Development SIG

Chair: Donna Lackey, CarrollTomorrow

- Poll membership for community best practices
- Continue support of Georgia Small Business Rock Stars
- Host Spring Workshop breakout session highlighting best practices survey results

Natural Resources/Environment SIG

Chair: Ralph Forbes, Thomas & Hutton Engineering Company

- Publish 3 articles in newsletter this year referencing brownfield, wetland permitting, water resources(floodplain)
- Host a panel @ Spring Workshop/Annual/Conference on cultural resources, floodplain, wetland permitting and how to deal with during prospect visits
- Link w/ Public Policy U.S. Army Corps of Engineer Issues possibly support gateway coalition

- Begin discussions on possible funding sources for communities to perform environmental studies

Non-traditional Economic Development SIG

Chair: Elyse Davis, Georgia Power Company

- Broaden participation and discussion by creating a SIG with GEDA members from across the state. Meet after monthly GEDA meetings.
- Provide program for one GEDA monthly luncheon (“Film” was the topic for 2017)
- Host one continuing education segment on forms of “non-traditional” economic development at the 2018 GEDA Spring Workshop or Annual Conference.
- SIG will provide two (2) articles to GEDA staff to publish on web site and/or in GEDA newsletter.

Research SIG

Chair: Tracey Ussery, Georgia Power Company

- 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

Chair: Grant Buckley, Cordele-Crisp County IDA

- Collaboration with Rural Councils
 - Attend meetings
 - Encourage participation by rural communities.
 - Get the word out about council activity in the newsletter.
- Lunch on Ag/USDA Resources, Opportunities, and Administration Priorities.
 - Check spring conference schedule.
 - Check USDA availability.
 - Work with USDA representative on programming.
- Rural Community Spotlight
 - Solicit applications to be spotlighted on Facebook and newsletter.
 - Rural Development subcommittee selects which community to spotlight.
 - Coordinate with Kelly on lunch programs.
 - Add info on spotlight to next newsletter.

Transportation/Infrastructure SIG

Chair: Stacy Watson, Georgia Ports Authority

TBD