

**AGENDA**

**Monday, January 14, 2019 • 3:00 PM**

**McKinney Conference Center • Constitution Square Historic Site**

- 1. Welcome:** Co-Chair Mike Perros called the meeting to order at 3:04 PM. Present: Perros, Gibson, Davenport, McKay, Kirchner. Board present: Nelson. Staff present: Lassiter, Grove (intern). Perros began the meeting by outlining the committee's objective to establish marketing strategies and approaches to target markets as outlined in Economic Development Strategic Plan and focused by the previous Target Markets Subcommittee.
  
- 2. Information/Action Items**
  - A. Review of current marketing techniques and material: Lassiter reviewed his prepared document "Marketing Practices & Examples" with the committee to detail the regular marketing activities of the organization. He also responded to a variety of questions regarding marketing activities. Part of the discussion focused on financial incentives. Gibson asked Lassiter to present the financial and other incentives available to business prospects in Danville-Boyle County at the next committee meeting. The committee also discussed necessary investment and probability of return of the various approaches.
  
  - B. Review targeted industries: The committee members received a copy of the 11-15-17 Suggestions for Targeted Economic Initiatives prepared by the previous Target Markets Subcommittee as part of the Economic Development Strategic Plan.
  
  - C. Set a regular meeting day and time: The committee will meet every Monday at 3:30 PM starting January 28 for an indefinite time.
  
- 3. Other Business:** No additional business was discussed.
  
- 4. Adjournment:** 4:08 PM.