

MINUTES

Monday, June 17, 2019 • 3:30 PM

McKinney Conference Center • Constitution Square Historic Site

- 1. Welcome:** Co-Chair Mike Perros called the meeting to order at 3:35 PM Present: Knight, Duvall, Lassiter, Davenport, Perros, McKay, Hutzley, Gooch.

- 2. Information/Action Items**
 - A. Discuss Opportunity Zone project updates: Lassiter provided an update on Project 1775. He reported that the hemp-extraction project will be seeking opportunity zone investment and will be structured as an ESOP. He noted that the project is interested in the former Ferm-Solutions building.
Lassiter reported that he is working with Steve and Liza Bottas on the possibly selling their building to develop market-rate, multi-family residential housing. Lassiter has requested building and development costs but has yet to receive this information.

 - B. Discuss Strategic Plan's target markets/Subcommittee short list/marketing activities. Perros and Gooch reviewed the discussion from the Executive Committee on marketing and the desire for developing industry-specific dashboards. Davenport discussed potential marketing to the bio-medical industry. Perros requested that McKay and Davenport discuss marketing related to the healthcare industry and utilizing KSD property for potential hospital expansions. The committee discussed a potential ECU flight school and marketing to the aerospace industry. Knight suggested making airport development a priority for the Marketing Committee and the EDP.

 - C. Review initial draft of FY 19-20 marketing events. Lassiter shared the first draft of the fiscal year 2019-2020 marketing events calendar which is attached to these minutes and incorporated by reference. He noted that a possible addition for June 2020 may include a trip to the Paris Air Show in Farnborough, UK.

- 3. Other Business** None.

- 4. Adjournment** 4:29 PM.