

CLAY COUNTY DEVELOPMENT AUTHORITY
ORGANIZATION DEVELOPMENT & MARKETING COMMITTEE

MINUTES

February 10, 2016

Present: Marge Hutton, Paz Patel, Greg Clary

Staff: Josh Cockrell, Grady Williams, Counsel, Taylor Mejia

Call to Order: **Marge Hutton** called the Clay County Development Authority (“CCDA”) Organization Development & Marketing Committee Meeting to order at 3:30 PM.

Comments from the Public: No comments from the public were made.

Approval of January 20, 2016 Meeting Minutes: **Paz Patel** made a motion to approve the minutes. Motion was seconded and passed unanimously.

Review of Topics of Last Meeting:

- **Website:** **Marge Hutton** stated that in the previous committee meeting, members were asked to evaluate websites of agency’s similar to the CCDA. The committee discussed the characteristics that should be included in the new CCDA website including: vibrant colors and pictures, a translation button, and specific sections/tabs for case studies, grants, and available real estate within the community. The committee also had a conversation regarding amending the IGS contract to reflect that IGS would be responsible for reevaluating and reworking the CCDA website. The committee agreed to recommend to the full Board that the IGS contract be amended to take on the responsibility of improving the CCDA website.
- **Community Awareness and Relationship Development:** **Marge Hutton** stated that the website improvements will help the CCDA in effectively communicating to the public what the CCDA can do and offer to the community. She also stated that the committee members should create a list of potential community groups that the CCDA could visit. **Josh Cockrell** stated that a piece of collateral to leave behind after presentations was still in the process of being created. The committee discussed the different types of collateral that would be useful, like mail-outs and emails. The committee members also discussed the idea of the CCDA connecting with local realtors so that the CCDA could be recommended as a source for businesses in need of addition funding for buildings and business space.
- **Board Education:** **Josh Cockrell** stated that he will continue to share information regarding the Council of Development Finance Agencies (“CDFA”) and Florida CDFAs with the Board via email.

Adjourned: 4:39 PM.

Next Committee Meeting will be March 15, 2016 at 3pm.