

CLAY COUNTY DEVELOPMENT AUTHORITY
ORGANIZATION DEVELOPMENT & MARKETING COMMITTEE

MINUTES

January 20, 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 3:12 PM.

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

Goals and Objectives: Josh Cockrell explained that the goal of the committee was to create better brand recognition for the CCDA within the community. Committee members should be focused on answering "Who the CCDA is" and "What the CCDA can do."

Topics for Discussion:

- **Website:** **Marge Hutton** informed the committee that the website needed to be utilized to help market the CCDA to the community. She explained that the website needed to be improved so that it was aesthetically appealing and user friendly. The committee discussed options for the creation of a new website as well as options for hosting and maintaining the website. The committee also had a conversation regarding the different options for who would be responsible for the creation and maintenance of the website. **Grady Williams** explained to the committee that the website would need to be in compliance with legislation related to website regulation. **Josh Cockrell** asked the committee members to research other development authority websites and email their research and suggestions to him before the next committee meeting.
- **Community Awareness and Relationship Development:** **Marge Hutton** stated that the committee would be responsible for finding opportunities for the CCDA to interact with other groups in the community. **Paz Patel** suggested that the committee create a piece of collateral to leave behind when CCDA does attend group meetings. Josh Cockrell and Paz Patel agreed to work collaboratively to create a "leave behind" for events.
- **Board Education:** **Josh Cockrell** stated that the CCDA was a member of the Council of Development Finance Agencies ("CDFA") and Florida CDFAs. He encouraged the committee members to attend the CDFAs retreats later in 2016. The committee also discussed plans to have the Board Meeting in April at Camp Blanding.

Adjourned: 4:02 PM.