

CLAY COUNTY DEVELOPMENT AUTHORITY
ORGANIZATION DEVELOPMENT & MARKETING COMMITTEE

MINUTES

March 15, 2016

Present: Marge Hutton, Greg Clary, Paz Patel

Staff: Josh Cockrell, Taylor Mejia

Call to Order: **Marge Hutton** called the Clay County Development Authority (“CCDA”) Organization Development and Marketing Committee Meeting to order at 3:00 PM.

Comments from the Public: None.

Approval of February 10, 2016 Minutes: **Greg Clary** made a motion to approve the minutes. Motion was seconded and passed unanimously.

Review of Topics of Last Meeting:

Website – Marge Hutton stated that the CCDA Board approved the amount of \$5,000.00 for website updates. **Josh Cockrell** informed the committee that he received a couple proposals for website maintenance and website updates. The committee reviewed other development authority websites and discussed features and styles they would like to see on the CCDA website including the different tabs and links. The committee also discussed clearly defining what the CCDA can offer and distinguishing the CCDA from other entities like the EDC.

Community Awareness & Relationship Development – The committee discussed places that the CCDA could visit to inform the public of what the CCDA offers and how they can help the community.

Marketing Material: The committee discussed possible marketing material options like tri-fold information packets and flyers. The committee members agreed that the content within the marketing material should match the information available on the website. **Josh Cockrell** informed the group that the Chamber/SBDC requested information from the CCDA to include in their pamphlets.

Adjourned: 3:54 PM.