

January, 2012 Committee Reports

December- January 2012 Economic Development Report

Community Economic Development Director
Gerry Nechvatal

Industrial Projects Remain Active

Typically December and January are slow periods for new industrial opportunities and this year has been no different with no new projects being logged. However on a positive note, four projects that were logged earlier in the year continue to trend in a positive direction with the specific locations being largely identified and internal decision-making processes moving forward. An estimated 75 jobs could be generated by these companies and the capital investment will likely exceed \$8 million.

Rick Jasperse Responds Quickly to a Request for Help

When I read that the Georgia Department of Agriculture had decided to reconsider the planned location of the Poultry Laboratory Network Headquarters in Oakwood, I knew the right person to contact to see if they would consider locations in Pickens County; State Representative Rick Jasperse. Rick made inquiries on our behalf the very same day and sent a response back to me the next morning. Although the news that the alternative locations would remain near Gainesville due to their long-standing connections to the Georgia Poultry Industry, Rick's initiative and the outreach by Pickens County was noted and appreciated by Department Officials.

Film Opportunities Stay Bright

Exemplified by the shooting of a movie scene during a week-end in January at a home on Main Street, entertainment production companies such as Lugosi Films helps stimulate interest in the area which encourages visitors to come to our community and potentially patronize local businesses. The use of social media outlets such as Facebook by Lugosi to promote their productions also helps provide a long term benefit for the county due to the numerous locations used and identified as being in Pickens.

With filming to continue at more locations and the possibility of a major motion picture scene being shot this spring, local businesses should become familiar with details of the productions when the information becomes public and be prepared to use the information to help promote their businesses. For example, the Lugosi production was covered in a story on the front page of the paper. A local establishment provided the lunches for the cast and crew. Is the restaurant using this as a promotional tool?

Gibbs Gardens Opening to Increase Local Tourism

Gibbs Botanical Gardens is scheduled to open within 60 days and with a projected 9,000 visitors a month, local tourism should increase creating new opportunities for local businesses in Pickens County- if effective marketing actions are taken. To help insure a clear understanding about the Gardens and the opportunity, I have arranged for the Gibbs Director of Marketing to give a presentation on Friday February 10th at 11:00 in Gilmer Hall at Appalachian Tech in Jasper. The free event is open for all who may benefit and more information will be provided through the Chamber of Commerce.

Executive Committee

The Pickens County Chamber of Commerce Executive Committee meeting was held on Monday, January 23, 2012 at 8:00 am at the Chamber office. These minutes, when accompanied by corrections and/or additions approved by the Executive Board of Directors, constitute the official record of the meeting.

Mike King called the meeting to order at 8:00 am.

Executive Board members present were Mike King, Dave Garner, Richard Rollins, Jack Short, Ernie McArthur, Denise Duncan and Lorrie Shaw.

Review of Minutes: Minutes not available to review.

Old Business: None

New Business:

- Staff Clinic ó Denise presented the agenda for this year's 2012 GACCE Staff Clinic. The clinic is scheduled for Tuesday, March 13th through Thursday, March 15th in Augusta. With the clinic being held in Augusta, the chamber will have to incur the expense of overnight lodging. Denise expects the total cost of the clinic to be under \$1,000. The committee agreed that it was very beneficial for the staff to attend. Denise will start working on getting coverage for the office during this time.
- Institute Scholarship, University of Georgia ó Denise informed the committee that she would be receiving the \$1,000 institute scholarship for the school held at the University of Georgia. Denise has completed two years and would like to complete the final two years of the program. The only expense to the chamber would be the cost of the room, which is \$99 per night for four nights. The committee would like for Denise to have the opportunity to complete this program, and agreed that the Chamber would incur this expense.
- Legacy Club ó Jack reported that he and Ernie had met with Slater Floor Covering and Blue Ridge Marble & Granite to obtain quotes on replacing the tile in the lobby and community room. The quote from Slater Floor Covering for a granite tile was \$38,000. The quote from Blue Ridge Marble & Granite for a marble tile was \$70,000. Jack is looking at the possibility of engraving on some of the existing marble tile in the lobby and just replacing the tiles in the lobby that are cracked. Ernie suggested that due to the expense that we explore other options of raising money to pay off the building note.
- Snowball Golf Tournament ó Mike reminded the members of the Snowball Golf Tournament, which is the next event for the Chamber. The board committed to transitioning the funds from this event from the seal of responsibility to adult/youth leadership. Plans are already underway to begin an adult leadership class during the fall 2012.
- Winter Ball ó Well received. Mike asked that anyone let him know of any feedback either positive or negative.

Board Meeting Agenda Approval ó Garner/Short

Financials ó presented and reviewed by Richard Rollins

Adjournment: Meeting was adjourned at 8:50 am.

Next Meeting: 02/21/12

Government Relations Committee:

Chair: Ron Barnes

Co-Chair: Jimmy Swain

No Report.

Marble Festival Committee

Board Liaison: Dave Garner (Chair Elect) Co-Board Liaison: Ernie McArthur (Chair Elect-Elect)

Committee Chair: Denise M. Duncan (Executive President)

No Report

Membership Committee

Chair: David Jacobs

Co-Chair: Mila Lane

- January 25, 2012
- Chattahoochee Technical College, Appalachian Campus Board Room
- In attendance:
 - David Jacobs, Chair
 - Mila Lane, Co-Chair
 - Jessica Bowers
 - Henry Hamilton
 - Phyllis Pool
 - Regina Camp (absent)
- Guests:
 - Denise Duncan
 - Mike King
 - Karla Haege, Presenter
- Next Meeting, February 7, 2012 @ the Chamber of Commerce
- Guest(s) invited to next meeting:
 - Representative from Public Relations Committee
- Karla, presented to the group, an exciting membership drive which we all are excited about that hopefully will produce a target of 40 new members. This program is one which was developed by the Douglas Chamber of Commerce and presented to other Georgia Chambers who happened to be in attendance at a State Sponsored Chamber meeting. Douglas County's Chamber push proved to be highly successful and generated 124 new Chamber members. Ours will be called the Membership World Series, is patterned after a championship baseball game where 4 teams, composed of no more than 10 people per team, will compete for prizes, team dinner for the winning team and recognition of the World Series MVP player. It is our intent to expose and announce the Membership World Series contest at our April 2012 Chamber Breakfast.
- Our group truly anticipates that lots of excitement will be generated amongst the teams which is why we have asked a representative from the public relations committee to attend the next meeting since they are in charge of Public Relations for our Chamber.
- It was also brought up that our Youth might to jump into the lively contest...they will be approached to see if time would allow for them to participate
- The winning team and MVP will be announced at the Chamber picnic, which also has a Baseball Theme. The Chamber picnic is to be held on June 12, 2012

Business Development Council

Chair: Susan Wright

Co-Chair: Ken Pint

Date of meeting: January 17, 2012

Time: 11:30 am to 1 pm

Location: Julee's Restaurant (by Krogers)

2012 Committee Members in attendance:

Susan Wright ó Chair Jack Short Gerry Nechvatal Denise Duncan Rodney Renner

Julia Jorns new members: Parrish Lowrie, Jessica Bowers

- Selection of Small Business of the Month for February 2012 went to Nancy Unzicker of Mary Kay Cosmetics.

- Susan reviewed Council's responsibilities and Goals. See Attached.

- Discussion of possible Small Business Seminars and Chamber Breakfast Speakers. All attendees were asked to bring ideas to the next meeting where we will make final choices and then start to organize.

- Discussion of Shop Pickens First idea from Jessica regarding a gift certificate program thru the Chamber members. Jessica will pursue this and bring a report to the next meeting of a possible outline for the program. All agreed it was a good idea.

- Discussion of Marketing Development Committee to be reformed as sub committee to the Business Council. Ken will contact members of old PR committee to see if they will serve on this one. Two projects we want them to work on were discussed. 1)Printable and updateable Chamber directory 2) Trade Table presence at Breakfast & PWPC of Get to know your Chamber and the Benefits to you!

- Gerry gave an Economic Development Update.

- E-Friendly Week is in February. Not sure of date yet but we will do an article on E Friendly and the current strategies to give as PR to Progress and possibly include in Chamber E-News

Next Meeting Date: February 21, 11:30 am at Julee's.

Attached is a list of the meeting dates for rest of 2012.

Adjourned.

Leadership Pickens Program

Chair: Lorrie Shaw

Co-Chair: Brad Bledsoe

Meeting was held on Friday January 13th to discuss the reimplementation of the Leadership Pickens Program. A rough draft for a schedule and a list of names for guest speakers has been created. The Fanning Institute has been contacted regarding their schedule and costs and awaiting a return phone call.

Youth Leadership Pickens Program

Chair: Angie Jones

Youth Leadership Pickens continues to move forward meeting a goal for this year by returning to the Capitol this coming Monday, January 30th.