

LOWCOUNTRY ECONOMIC ALLIANCE

AGENDA

April 24th, 2012

11:00 am

Hardeeville Town Hall

I. CALL TO ORDER

1. INTRODUCTIONS

Councilman Stewart opened by thanking Gregg Malphrus for his service as Chairman to the LEA Board and announced his recent resignation. Also, Councilman Stewart welcomed Matthew Creech to the Board as a designee of Jasper County.

2. ROLL CALL BY SIGNATURE

Directors in Attendance: County Councilman Marty Sauls, Matthew Creech, Gary Kubic, County Councilman Jerry Stewart, Andy Fulghum, and David Tigges (via phone conference).

II. ADMINISTRATIVE

1. BOARD DIRECTOR RENEWAL – Unanimous consent to allow Mayor Billy Keyersling to speak to the Board requested by Councilman Stewart. No one opposed. Mayor Billy Keyersling respectfully requested the LEA Board of Directors to delay adding new members to the Board or electing a Chair until the municipalities could officially become Directors and appoint more private sector members to the Board. He indicated the Mayors stand united in their belief that the private sector is better suited to lead this effort than government. Discussion was held. Motion to delay Board Director Renewal and Election of Board Chair made by Gary Kubic and seconded by David Tigges. Unanimously approved.

2. ELECTION OF BOARD CHAIR - ITEM TABLED

3. MINUTES - Motion made to approve minutes made by Councilman Sauls and seconded by Matthew Creech. Unanimously approved.

4. FINANCIALS - Motion made to approve financials made by Gary Kubic and seconded by Marty Sauls. Unanimously approved.

III. MARKETING REPORT

1. NEW LOGO AND TAGLINE DESIGN - Staff presented the updated logo and tagline and requested action by the Board to adopt the new look. Motion to approve made by Matthew Creech and seconded by Councilman Sauls to approve the logo and tagline. Unanimously approved.

2. ANNUAL REPORT - The staff reported the need for a printed collateral piece and year-end report. Staff estimates the marketing materials to cost approximately \$16,500 to

produce and is seeking Board approve to expend LEA funds. Motion to approve the request made by Gary Kubic and seconded by Councilman Marty Sauls.

3. UPCOMING EVENTS/OPPORTUNITIES - Staff discussed upcoming marketing events with the Board. Discussion was held.

IV. TARGETED INDUSTRY PLAN UPDATE

1. WEBINAR UPDATE - The final report will be presented to the Stakeholders Group via webinar for final comments. Comments are due back in time for a final report in mid-May.
2. ROLL-OUT EVENT - Discussion was held regarding a possible Roll-out event in May. No action was taken.

V. INVESTORS REPORT

1. ADOPTION OF INVESTOR LEVELS - Staff presented for the Board's consideration new investor levels for the coming fiscal year. Motion to approve the new levels was made by Councilman Sauls and seconded by Matt Creech. Unanimously approved.
2. SOLICITATIONS UPDATE - Staff indicated they had begun the process of soliciting new private sector investors. An updated report will be emailed to the Board by current staff before May 31.

- VI. TWEAC REPORT - Mayor Billy Keyserling reported on the work of the City of Beaufort and LEA to create a military transition program. TWEAC is in need of seed funding to trigger the pilot phase but is not ready to share a specific monetary ask at this time. Discussion was held.

VII. EXECUTIVE SESSION - A DISCUSSION OF MATTERS RELATING TO THE PROPOSED LOCATION, EXPANSION, OR THE PROVISION OF SERVICES ENCOURAGING LOCATION OR EXPANSION OF INDUSTRIES OR OTHER BUSINESSES IN THE AREA SERVED BY THE PUBLIC BODY -PROSPECT UPDATES

Motion to go into Executive Session made by Gary Kubic and Seconded by Matthew Creech. Unanimously adopted.

- VIII. RETURN TO OPEN SESSION - Motion to return to open session made by Gary Kubic and seconded by Councilman Sauls. Unanimously adopted. No action was taken upon return to open session.

- IX. ADJOURN – Councilman Stewart adjourned the meeting.