

Technology & Entrepreneurship Advisory Board
Minutes - September 19, 2024

1. Call to Order: Ms. Wharton called the meeting to order at 5:30pm.
2. Roll Call -: Dr. Laura Boman, Dr. Joseph Richardson (via telephone), Daniel Rhoades, Donny Pearson, and Scott Ritchie

Staff: Holly Wharton – Economic Development Director and Christine Sewell – Recording Clerk

3. Citizens with Input – None
4. New Business

- a. Election of Officers – Chair, Vice-Chair, Secretary/Treasurer

Director Rhoades motioned to nominate Dr. Joseph Richardson as Chairman; Director Ritchie seconded; all in favor and was unanimously approved.

Director Pearson motioned to nominate Daniel Rhoades as Vice Chairman; Director Ritchie seconded; all in favor and was unanimously approved.

Director Pearson motioned to nominate Dr. Laura Boman as Secretary/Treasurer; Director Rhoades seconded; all in favor and was unanimously approved.

- b. Adoption of Bylaws

Director Ritchie motioned to approve as presented; Director Pearson seconded; all in favor and was unanimously approved.

- c. Adoption of Vision Statement/Mantra

Ms. Wharton reviewed with the board the statement previously discussed before the official creation of the board. Director Ritchie motioned to approve the mission statement as presented; Director Boman seconded; all in favor and was unanimously approved.

Ms. Wharton reviewed with the board the statement previously discussed before the official creation of the board. Director Ritchie motioned to approve the mantra statement as presented; Director Pearson seconded; all in favor and was unanimously approved.

- d. Adoption of Logo

Ms. Wharton presented two options and felt the second kept with the city brand; the board concurred but had suggested a change; Ms. Wharton will bring back at the next meeting

- e. Remote Worker Survey Update

Ms. Wharton provided for preliminary review the Remote Worker Survey and spoke with Kate Hogan with the City of Warner Robins, and she would like to post countywide. Ms. Wharton advised since the launch a week and half ago there has been 195 responses, not many from Perry, however, the launch was just done and anticipates more. Director Boman advised females are more likely to complete a survey and suggested additional social media promotion. Director Rhoades asked what platforms are

being used; Ms. Wharton advised currently just Facebook, and it will be on an upcoming City podcast. Director Pearson noted the younger demographic is working less from home and there has been a call back to the office. Discussion ensued on suggestions on how to reach the younger demographic and males and the various platforms and their pros and cons. On conclusion, it was recommended boosting the post on Facebook and staff to work with the Communications department to increase exposure. Ms. Wharton when survey completed will provide results and pull-out specific data for future planning and use. Director Boman suggested with data specific to Perry and follow backup asking why respondents chose Perry, which will be helpful for the board's promotion of the City. Director Ritchie inquired what is the purpose of the survey; Ms. Wharton advised an actionable item will be determined once completed; Director Rhoades advised grants could be one item.

f. Perry Startup Week Planning

Ms. Wharton provided a preliminary timeline for the February 24 – 28, 2025 event. A location was discussed for the kickoff on the first day, with the Orleans on Carroll being suggested, as well as city hall or the events center. Ms. Wharton advised the daily lunch and learn programs were very successful and reviewed the tentative topics. Ms. Wharton asked for input on a Friday event; the board concurred to conclude on Thursday. On conclusion, Ms. Wharton and Director Rhoades will have additional meetings and bring back for further discussion. Director Rhoades advised the event is a good fundraiser with a goal of \$10,000 to support the board's initiatives.

g. Work Plan Activity

Ms. Wharton advised there will be a work session at the first of the year to put together a work plan but would like input on what could be accomplished in the fourth quarter of 2024. The board suggested a speaker series on a quarterly basis and one for the last quarter of 2024 being AI (Artificial Intelligence). Ms. Wharton also advised once the remaining two board members are appointed a strategic plan will be drafted.

Director Boman left the meeting at 6:49pm.

5. Other Business

Ms. Wharton provided an update on the Innovation Corridor Management Expo set for October and advised she attended a national Economic Development conference where she sat in on sessions pertaining to small businesses and entrepreneurship.

6. Adjournment: there being no further business to come before the board the meeting was adjourned at 6:57pm.