

AGENDA

**VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY
MEETING OF THE COMMITTEE ON BUSINESS DEVELOPMENT AND MARKETING
AUGUST 26, 2020
11:00 A.M. to 2:00 P.M.**

11:00am	Welcome/Call to Order	Christina Winn
11:05am	Public Comment Period	Christina Winn
11:10am	Approval of February 12, 2020 Minutes	Christina Winn
11:15am – 1:45pm	CLOSED SESSION ON MARKETING STRATEGIES Recap of FY21 Marketing Plan Review Quarterly Partner Report Recap of Benchmarking Survey of Consultants and Executives Consultant Cultivation Update Discussion about the Business Retention and Expansion Program Update on the Local and Regional Competitiveness Initiative Update on Rural and Small Metros Initiative Discussion on Virtual Site and Prospect Visit Protocols (if needed)	
1:45pm	Wrap-up and ideas for future meetings	Christina Winn
2:00pm	Adjournment	Christina Winn

Future Meeting Dates:

November 19, 2020 11:00 a.m. – 2:00 p.m.