



**MINUTES**  
**OCONEE COUNTY COUNCIL MEETING**  
**Workshop Meeting**  
**January 15, 2013**

**MEMBERS, OCONEE COUNTY COUNCIL**  
Mr. Joel Thrift, District IV, Council Chairman  
Mr. Paul Corbeil, District I, Vice Chairman  
Mr. Wayne McCall, District II, Chairman Pro Tem  
Mr. Archie Barron, District III  
Mr. Reg Dexter, District V

Oconee County Council met at 6:00 PM in Council Chambers, 415 South Pine Street, Walhalla, SC with all Council Members, Thomas L. Martin County Attorney, County Administrator Scott Moulder and Clerk to Council Elizabeth G. Hulse present.

**Press:**

Pursuant to the Freedom of Information Act, notice of the meeting, date, time, place of meeting and agenda were posted on the bulletin board at the County Administrative Offices, 415 South Pine Street, Walhalla, SC, and the County Council website [[www.oconeese.com/council](http://www.oconeese.com/council)]. In addition it was made available [*upon request*] to the newspapers, radio stations, television stations and concerned citizens.

Member of the press present: Ray Chandler/Anderson Independent & Norman Cannada/The Daily Journal.

**Call to Order:**

Mr. Thrift called the meeting to order at 6:00 p.m.

**Council Workshop Discussion regarding the Oconee County Economic Development Commission Strategic Plan**

Mr. Richard Blackwell, Economic Development Director, introduced Mr. Kyle Talente, Vice President & Principal, RKG Associates, Inc. who addressed Council utilizing a PowerPoint presentation [copy filed with these minutes] and the Strategic Plan for Economic Development, dated January 4, 2013, [CD copy filed with these minutes – hard copy report maintained separately in the County Council office].

Mr. Talente's PowerPoint presentation focused primarily on the Implementation Strategy chapter [Chapter 6] as it relates to the county's Economic Development Department and the Economic Development Commission [EDC]:

- Industry Recruitment & Asset Cultivation
  - Create target industry marketing collateral
  - Prioritize industry cluster outreach
    - Phase I: Product & Automotive Manufacturing
  - Develop ambassador program
  - Implement target recruitment events
- Marketing & Outreach Strategies
  - Provide better, more direct information
    - Website focus needed
  - Proactive community communication
  - Enhance retention efforts

- Stakeholder Coordination
  - Build relationships before building partnerships
  - Implement standing committees for EDC
  - Develop stronger relationships with industry leaders
- Organization Structure
  - Create 501(c)(3) Corporation
  - Staff EDC for Success
  - Develop advisory panels
  - Provide advisory services

Lengthy discussion followed with topics discussed including business retention, an educated workforce, EDC business plan, 501(c)(3) specifics, funding for EDC, staffing needs [present and future] for Economic Development and potential costs associated with implementation.

Mr. Thrift thanked Mr. Talente and Mr. Blackwell for a thorough and well thought out presentation and report.

### **Other Business**

Mr. Corbeil made a motion, seconded by Mr. McCall, approved 5 – 0 to accept the Strategic Plan for Economic Development as presented by RKG Associates in its present form and to direct staff to develop recommendations regarding an implementation schedule.

### **Adjourn**

Mr. Barron made a motion, approved unanimously 5 - 0, to adjourn at 7:14 p.m.

Respectfully Submitted:

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Elizabeth G. Hulse  
Clerk to Council