**A G E N D A**

**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.