

DRAFT A G E N D A

**VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY
ADVISORY COMMITTEE ON BUSINESS DEVELOPMENT & MARKETING
APRIL 17, 2024
1:30 P.M. - 3:00 P.M.**

Electronic Meeting

1:30 p.m. – 1:35 p.m.	Welcome/Call to Order — Greg Hitchin
1:35 p.m. – 1:37 p.m.	Public Comment Period
1:37 p.m. – 1:40 p.m.	Approval of Minutes for 02.12.24 Meeting – Greg Hitchin
1:40 p.m. – 1:45 p.m.	Committee Composition – Greg Hitchin
1:45 p.m. – 2:45 p.m.	CLOSED SESSION: FY25 Marketing Plan Discussion (Anita Begnaud); DCI Research Findings (Anita Begnaud); Lead Generation Strategy (Vince Barnett)
2:45 p.m. – 2:47 p.m.	Return to Open Meeting and Certification of Closed Meeting
2:47 p.m. – 2:55 p.m.	Committee Roundtable – Greg Hitchin
2:55 p.m. – 3:00 p.m.	Topics for Next Meeting – Greg Hitchin
3:00 p.m.	ADJOURNMENT

Next meeting:

(in person) Thursday, May 16, 2024: 2:00 p.m. – 3:30 p.m. at VEDP