

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

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| 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