

GFDA EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, February 23, 2021

1:13 PM

GFDA, Email Vote

***On February 23, 2021 1:13 PM MDT, Brett Doney, CEO/President of the Great Falls Development Authority emailed a request for authorization to all members of the Executive Committee:***

GFDA Executive Committee

cc: Executive Committee Distribution List

cc: GFDA Staff

1. As we discussed at our last Exec meeting, Jolene and I would like to redirect \$15,000 in our business development budget that had been allocated for a second six-month marketing campaign of the Agritech Park through CoStar/Loopnet. The first six months did not produce enough results to warrant a second run.

We would like to use \$10,000 of these funds for a one year online subscription to [ZoomInfo](#). This is an online B2B database with contact information for over 95 million businesses sortable by many variables. We will use it to identify and get contact info for companies in our target industries, expand our opt-in email list of companies in the Golden Triangle, and expand our opt-in marketing list statewide for SBA 504 loans.

We've been looking for such a service. Chmura Economics recommended ZoomInfo for accuracy, flexibility, inclusion of executive email addresses, cost and ease of use.

Because the contract is over \$5,000, I need Exec Committee authorization. Exec members, could you please reply with a yes or no vote?

Jolene is exploring some other lead generation potentials to put the remaining \$5,000 to work.

**ACTION TAKEN: Motion to redirect business development funds as requested. Motion: Yes: Errol Rice, Len Watson, Mark Capps, Eric Hinebauch, Dan Rearden, Forrest Ehlinger, Joe Briggs, Nate Weisenburger, Ted Lewis. None opposed. Motion carries.**