

**EVERMORE COMMUNITY IMPROVEMENT DISTRICT  
ECONOMIC DEVELOPMENT COMMITTEE MEETING**

**Held at  
Evermore CID Office  
2463 Heritage Village, Suite 106  
Snellville, GA  
On  
October 2, 2009**

**Attendees:**

**Committee Members:**

Forrest Adair                      Kenny King                      Emory Morsberger (by phone)

**Staff**

Jim Brooks, Executive Director  
David Stedman, Director of Economic Development  
Bill Davis, Project Manager, Economic Development

The meeting started at 2:00 PM and was brought to order by Chairman Forrest Adair. Purpose of meeting is to select marketing firm that will be working with Evermore CID in developing a revised marketing campaign for Highway 78 corridor. Chairman then introduced David Stedman, who briefly reviewed selection/interview process of all firms that were under consideration -- Ogilvy, Trevelino/Keller, Maverick Marketing, Jackson-Spalding & Covalence/Atlas – and the two finalists that will be considered during this meeting – Jackson-Spalding and Covalence/Atlas.

Mr. Stedman is focusing on two possible options:

- Using Covalence/Atlas for all marketing/PR needs
- Splitting the workload – Covalence/Atlas for all marketing/mapping collateral and using Jackson-Spalding for the PR component

## **Discussion**

A general discussion took place about the pros/cons of splitting the work between the firms, as opposed of using just one (Covalence/Atlas). It was determined that during next three months, the major focus should be on a new brand for the Highway 78 corridor – this will include a revised website (GIS capabilities), with new print collateral, including ads, newsletters (both print/electronic).

After discussion, the committee voted unanimously (3-0) to select Covalence/Atlas as the firm to lead the Evermore/Highway 78 corridor new branding project. David will meet with the firm next week to begin due diligence in planning timelines and deliverables.

Mr. Brooks contacted Lynn Rainey (CID attorney), who advised him that the full board has given the committee authority to hire the marketing firm. The announcement of using Covalence/Atlas will be made at the October 28 board meeting, with Covalence in attendance to answer any questions.

## **Adjournment**

By acclamation, the meeting adjourned at 3:05 PM.