

**PATRIOTS POINT DEVELOPMENT AUTHORITY  
DECEMBER 15, 2016 – 1:30 PM  
LEADERSHIP INSTITUTE  
PATRIOTS POINT NAVAL & MARITIME MUSEUM  
MOUNT PLEASANT, SC  
DEVELOPMENT COMMITTEE SESSION**

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Agency Disclaimer

The Patriots Point Development Authority (“PPDA”) is a state agency created by Section 51-13-710 *et seq*, *Code of Laws of South Carolina*. The PPDA makes decisions by the vote of its Board. The fact that the PPDA Board has made a decision by resolution does not create a contractual obligation binding upon the PPDA. A contractual obligation is created for the PPDA only upon the execution of a written agreement that has been approved by the PPDA Board. PPDA staff and officers have only such power and authority as is granted to them by state law or by duly adopted resolutions of the PPDA Board.

- A. APPROVAL OF AGENDA 1:30 PM**
- B. APPROVAL OF PREVIOUS MINUTES**
- C. MARKETING AND SALES REPORT**
  - 1. Day Group Sales Update**
  - 2. Camping Sales Update**
  - 3. Recent and Upcoming Sales Activity**
  - 4. Groupon Update**
  - 5. Recent Advertised Discounts and Special Promotions and Results**
- D. COMMUNICATIONS REPORT**
  - 1. Website**
  - 2. Galaxy**
  - 3. AdWords**
  - 4. Other Projects**
  - 5. Social Media**
  - 6. Earned Media**
- E. ROYCE BRELAND REPORT ON GIFT SHOP SALES AND ANALYSIS**
- F. PUBLIC COMMENTS**
- G. EXECUTIVE SESSION TO DISCUSS LEGAL AND CONTRACTUAL MATTERS PERTAINING TO PROPERTY MANAGEMENT AND LEASES, YORKTOWN FOUNDATION LEGAL RELATIONSHIP**
- H. ADJOURNMENT**

*\*\*Session times are subject to change and agenda may be amended at any time.*