

**Atlanta Regional Commission  
Strategic Relations Committee – Two-day Summary  
Eric Dial, Chair  
Thursday, June 14, 2018**

The Strategic Relations Committee (SRC) met at the ARC Office on Thursday, June 14, 2018, at 1:30 p.m. in the Dogwood room.

Members Present

Mayor Eric Dial, Chair  
Julie Arnold  
Mike Houchard  
Amol Naik, Vice Chair  
Bob Reeves

Members Absent

C.J. Bland  
Tony Cooper  
Clair Muller  
Betty Willis

The meeting followed the order as presented below:

- |  |                                  |
|--|----------------------------------|
| 1. Welcome and Public Comment                  | Mayor Eric Dial, Chair           |
| 2. Workforce marketing/outreach                | Rob LeBeau, ARC                  |
| 3. What's Next ATL Launch                      | Susan Chana and Dave Dudley, ARC |
| 4. Regional Communicators Alliance             | Dave Dudley, ARC                 |
| 5. New ARC 'elevator speech'                   | Paul Donsky, ARC                 |
| 6. "empowerline" marketing/communications plan | Paul Donsky, ARC                 |
| 7. Other:                                      |                                  |
| ○ Gov't Relations Amplification Discussion     |                                  |

The meeting adjourned at 3:00 p.m.