
Meeting Location:

OEDIT Offices
1625 Broadway, Ste. 2700
Denver, CO 80202

Present:

Kimberly Bailey, ~~John Bristol~~, Michelle Claymore, Tammy Fields, ~~Kelly Flenniken~~, Barry Gore, John Hall, Sandy Head, Kittie Hook, Tara Hosick, ~~Johanna Jamison~~, Stacy Johnson, Drew Kramer, Jonita LeRoy, Laura Lewis Marchino, Rachel Lunney, Meridith Marshall, Kristi Pollard, ~~Scott Prestidge~~, Wendell Pryor, Jeremy Rietmann, ~~Jeff Shaw~~, Ryan Stachelski, ~~Greg Thomason~~, Carolynne White, Kim Woodworth

Guests Present:

Jennifer Greene, Commissioner Whiting, Mark Bolton

I. Call to Order

Meeting was called to order by board chair, Jeremy Rietmann

II. Approval of the March 9, 2018 Board Meeting Minutes

VOTE: Laura Lewis Marchino made a motion to approve the March 9, 2018 meeting minutes, John Hall seconded, Wendell Pryor abstained. All approved.
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III. Approval of the March Financials

March 2018 Monthly Financial Report:

(Accrual Reporting)

- Balance Sheet:
 - Total assets and liabilities - \$168,163
- Income Statement:
 - Total income – \$60,291
 - Total expenses – \$7,982
 - Net income from operations – \$52,309

YTD 2018 Financial Report:

- Balance Sheet:
 - Total assets and liabilities – \$168,163
- Income Statement:
 - Total income – \$74,294
 - Total expenses – \$25,177
 - Net income from operations – \$49,117

VOTE: John Hall made a motion to approve the **March Financials**, Drew Kramer seconded. All approved.

IV. Strategic Plan Update (Reported by Jeremy Rietmann)

The strategic plan expired at the end of 2017 and we have been working to modify and simplify the document. The first draft has been produced by the Executive Committee. Next steps in this process is for the Executive Committee to review the proposed document and modify committee structure to accommodate today's needs. The final document will be then sent to committee chairs to address with their committees to create their annual action plans and performance measures. On a separate note, Jeremy has also been contemplating an operational strategic plan to help Kim stay on track in terms of membership goals, partner relationships, administrative goals, etc.

V. Drive Lead Succeed Conference Committee Update (Kittie Hook, committee co-chair, reported)

- Last month's announcement covered the date, venue location, topic/speaker survey, sponsorship and registration now open
- The survey covered: what relevant topics do you want to hear, what speaker ideas do you have, and speaker request form
- We are working to finalize our theme for the event, using the inspiration from our host town, their nickname "gutsiest little mountain town in Colorado."
- First right of refusals will be going out soon

VI. Regional Forums Update

Region 3: NW Front Range

- We are in the final coordination efforts for this event
- Please help us push registrations
- Agenda items: (see attached agenda for final agenda topics and speaker line up)

Region 11: NW Colorado

- Finalized steering committee – meeting set for 5/8/18

2019 – Region's 1, 5, &6: Eastern Plains

- Finalized 2019 Spring location – Limon, CO in March 2019

VII. Operations Director Report

Website:

- We are live and working through some kinks with the registrations. I haven't pushed to pull people in because of the kinks in the payment system. Bryon is working on that fix.
- I have pulled in help from a couple of our communications committee to help me get past the finish line in regards to updating pages, links, news, and resources.

Administrative:

- Worked with A.D. on the Review and 990.
- I have invoiced our members, invoices have just recently been emailed and mailed.

Communications:

- Regional Forum E-vite: 3/5, 3/19, 4/9, and again on 4/16
- DLS Conference Announcement: 3/27
 - Included: Sponsorship package, registration, hotel reservations, survey for topics/speaker ideas, and call for speakers
- PPC Updates: 3/12, 3/28, and 4/12
 - Included: an update from Jenn on what's happening at the capitol – 40% open rate
- Economic Development Week Announcement, May 7 - 12: 4/10
 - #ColoradoCollaborates
 - Video Montage
 - Contest: based on campaign and engagement during the week. Send your campaign to me by May 7 so that we know what to look for.
 - For those that don't have a social media platform, send it to oedit.info@state.co.us by May 1. We will push out on our channels for you.
- Power Point for IEDC Webinar on Colorado's efforts in EDW 2017: 3/15
- BizWest Ad: Regional Event has been running since 3/26

Outreach:

- Presented on behalf of Colorado's Economic Development Week Campaign for IEDC's Webinar back on March 15.
- Met with Delta County Economic Development's new Exe. Director, Stacey Voigt (member engagement)
- Met with Rifle Regional Economic Development, Michael Langhorne & Katie Mackley (member engagement)
- Met with Colorado Office of Film, Television, and Media (opp. to partner)
 - Donald Zuckerman - Film Commissioner
 - Mariel Rodriguez-McGill - Deputy Film Commissioner
- Met with Barbara Bowman with the Grand Junction Visitors Bureau (opp. to partner)
- Progressive Urban Management Associates, Erin Lyng – we will be hearing from them at the May board meeting regarding their program CO4F
- Eastern Plains Day at OEDIT
 - Meredith gave me an opportunity to come and introduce EDCC at Eastern Plains Day at OEDIT. I put together a short presentation on who we are and what we do. The presentation ended with a commitment from the "Eastern Plains," who are working together to market regionally to do our first Regional next March. I

am now working with Troy McCue with Lincoln County to coordinate the date and venue. Hopefully will have this wrapped up and ready for advertising!

VIII. Committee Updates

Communications Committee: [Kristi Pollard, committee chair, reported]

The committee had its first meeting two weeks ago. The overarching message that the committee wanted to share with the board is for the board to really share information with the committee so that the committee can start pushing it out. The committee feels strongly that the EDCC is prime to take a leadership role in sharing success stories from around the state and being able to share that broader message. We will continue the work on our social media platforms, work on earned media for both the EDCC's events but also for our communities. We encourage everyone to send us their press releases or stories on innovative programs yielding success, business relocations or expansion, etc.

- Cilia Kohn, GJEP, will be our point person for the Drive Lead Succeed conference marketing
- Allison Trembly will continue to be our point person for our Social Media posts

Data Committee: [Meridith Marshal, committee chair, reported]

We did not meet this month. The committee is working on their session for the Drive Lead Succeed Conference. They are looking into what data is available for economic developers to use in order to help their communities rise above any challenges. More to come.

Membership Value Committee: [Jeremy Rietmann spoke on Sandy Heads behalf]

Through our work on the strategic plan we are assessing where we are at in terms of our committees and making sure they are structured appropriately. In terms of Membership Value, this committee is in a hold pattern so that we can determine this committee's structure. We will engage folks appropriately when completed so that we are best utilizing the committees time and efforts. More to come.

Professional Development Committee: [Michelle Claymore, Committee Chair, Reported]

- Basic Economic Development Course – June 11-15, 2018 – Registration is now open – 22 signed up. Professor in New Mexico is bringing 6 students!
- IEDC – Business Retention & Expansion, Aug. 16 – 17 – Registration is open (make sure to use CO18) we will need to keep an eye on registration;
- We have finalized the CEcD test here in Denver, Dec. 1-2. We are looking for potential candidates to take the test and to be graders.
- We have already to picked our 2019 class, Economic Development Finance Program Aug 14-16, 2019

Public Policy Committee: [Ryan Stachelski, Committee Chair, Reported]

The Public Policy Committee continues to meet bi-monthly. The session is winding down to a close. A lot of the bills that we are monitoring are heavily impacted by the budget so until the budget gets approved we won't see movement on them. We are monitoring bills like transportation, workforce, affordable housing. There will be more activity in the last 30 days of session, so we will have more to report on next month.

The main focus this year for the committee is communication. A big thank you to Jenn and Kim for continuing to get the message out to our members on a timely manner. In you board packets today are a one pager the Jenn put together to inform legislators on our positions. We are really taking strides in creating a brand for EDCC by taking positions on legislation and connecting with our legislators to know where we stand.

Also attached is a letter that EDCC was asked to sign on to regarding the proposed National Tariff's lead by Washington. As a reminder the request was sent to the full board, with approval to sign. We do want to make note that there were a few communities whos business community saw this to be beneficial, they asked to abstain. We try and represent the broader view points of the state but are aware that not all communities will agree with us all of the time. We are very sensitive to all issues.

Kristi Pollard added that we should send the letter to Commissioner Zabo as she has been senate confirmed to represent Colorado on the foreign affairs and trade committee. This will help make her aware of our position

IX. Other Items

Roger Zalneraitis, La Plata County brought forth a proposal for EDCC to consider:

EMSI is a leading labor markets analytics firm and has begun using their data to analyze skills and employment in key industries nationally. They recently completed a study on manufacturing job growth that can be found here:

<http://www.economicmodeling.com/manufacturing-is-not-dead/>

The report analyzed the occupation skillsets of manufacturing in Michigan, California and Tennessee to identify specializations and overlapping skillsets, as well as pay levels for key occupations nationally. The statewide analysis was quite unique and helped each state better understand their training and career opportunities within their manufacturing sector.

Roger reached out to EMSI to ask if they could provide a statewide study for Colorado similar to Michigan, California, and Tennessee. They said they could, and that a statewide study would cost approximately \$5,000. Additionally, EMSI could also include a supply chain analysis to identify opportunities for Colorado businesses to serve Colorado manufacturers. This supply chain analysis would cost an additional \$2,500, for a total study price of \$7,500.

The outcome of the Colorado study would:

- 1) Help engage our manufacturers and educational institutions in a conversation to meet the training needs of our manufacturing sector workforce, and
- 2) A supply chain study could further help local economic developers identify opportunities for their businesses to assist larger state manufacturers on their supply needs.

Both outcomes would be quite beneficial for our statewide economy.

Jeremy Rietmann lead the discussion:

- Wendell Pryor: Part of Economic Development is Workforce Development. Wendell applauds Roger for taking this on. This is an opportunity for the whole state to take part and become a leader in identifying the next gen manufacturing needs. Wendell stated that EDCC should take the lead in this study and identifying other partners to fill the gap.
- Sandy Head added that for other communities around the state that are trying to diversify their economic base, that this becomes a tool in helping to do so.
- Michelle Claymore added that this is a great membership benefit and attraction tool in EDCC took the lead on this. It could lead to other opportunities like this down the road.
- Meridith Marshall added that Roger had sent this proposal to the data committee. They agree it would be benefit although the committee would like to be a part of the process to ensure accuracy of the information.
- Tara Hosick committed to \$1k match for the Grant
- Sandy Head said she'd take this to our city and county to see if they would match at \$1k

The EDCC Board voted to spend up to \$2,000 to be the lead supporter of a study by [EMSI](#) on manufacturing job growth in Colorado, along with a supply chain analysis to identify opportunities for Colorado businesses to serve Colorado Manufacturers.

EDCC will pursue additional funding support from partners including state agencies, EDCC members, major Colorado manufacturing interests and entities such as CAMA and Manufacturer's Edge. Jeremy and Roger will coordinate with the EDCC Data Committee and funders to validate the proposed study methodology so that all partners agree on underlying data assumptions and have confidence that the results will be beneficial statewide. EDCC will then release the report at the Fall Conference and heavily promote the partnership that made it possible.

<p>VOTE: Sandy Head made a motion to approve \$2k investment in the manufacturing study and for EDCC to pursue its partners for the remaining balance of the cost. Michelle Claymore seconded. All Approved</p>

X. Adjourn

- Jeremy Rietmann adjourned the meeting at 11:30 a.m.
- Next meeting: May 10, 2018 at Colorado Office of Economic Development & International Trade, 1625 Broadway, Ste. 2700, Denver CO 80202 from 10 – 11:30 a.m.