

Meeting Location:

Henderson Mine
1746 Co Rd 202
Empire, CO 80438

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:

N/A

I. Call to Order

Meeting was called to order by board chair, Jeremy Rietmann

II. Approval of the December 8, 2017 Board Meeting Minutes

VOTE: Kittie Hook made a motion to approve the December 8, 2017 meeting minutes, Kelly Flenniken seconded. All approved.

III. Approval of the December Financials

December 2017 Monthly Financial Report:
(Accrual Reporting)

- Balance Sheet:
 - Total assets and liabilities - \$124,496
- Income Statement:
 - Total income – -\$1,248
 - Total expenses – \$12,929
 - Net income from operations – -\$14,178

YTD 2017 Financial Report:

- Balance Sheet:
 - Total assets and liabilities – \$124,496
- Income Statement:
 - Total income – \$216,077
 - Total expenses – \$176,158
 - Net income from operations – \$39,918

VOTE: Kittie Hook made a motion to approve the **December Financials**, Tammy Fields seconded. All approved. Abstain - Wendell Pryor

VOTE: Stacy Johnson made a motion to approve the **make an amendment to the 2018 budget to include software allowance for the newly approved computer for staff**, Barry Gore seconded. All approved.

IV. Board Roles & Responsibilities

Jeremy Rietmann, board chair, discussed the roles and responsibilities asked of each board member. Board members were asked to sign an agreement which consisted of these roles and responsibilities.

V. Introduction to the website

Kim Woodworth, operations director and Bryon Taylor of The Modular Workshop presented the new website which included a new user-friendly membership portal. The new more automated, interactive, and feature-rich website showcases:

- Groups, forums, and collaboration utilities to encourage economic development collaboration and resources for members
- Committees will begin to use the interest groups to schedule and conduct meetings, house committee documents, flyers, and open forums. This function will help to retain data, history, and intellectual property of these committees as they evolve through new leadership
- Updated Jobs Board and listing resources for members to post and find available positions in Colorado
- Update event calendar for EDCC and its members to share their events with full-features RSVP and ticketing functionality
- Its fully automated including emails, updates, renewals, password changes, notifications
- Membership and Events Modules now both work with current payment processor and more user friendly
- Fully automated with MailChimp
- Additional Features and Engine include multiple dormant features that can be easily deployed including online classes and education portals, automated survey's, and social media integrations

VI. Drive Lead Succeed Conference Debrief

What worked?

- Received 4.5 out of 5 on the conference survey!
- The committee worked very well together. Each took on a piece which helped distribute the work load
- Committees had a piece i.e. Mentorship Breakfast, Gubernatorial Forum, EDIE Awards

- Location was central enough for statewide attendance
- Great speakers, timely information, diversified breakout sessions

What to approve on:

- More interaction with speakers
- Explore more innovative practices
- Work on Regional and Rural topics

2018 Committee:

- Committee Co-Chair: Kelly Flenniken
- Committee Co-Chair: Kittie Hook
- Tammy Fields
- Stacy Johnson
- Drew Kramer

VII. Regional Forums

Scheduled Regionals:

Region 3: Northwest Front Range | April 24, 2018

Includes: Longmont, Boulder, Niwot, Erie, Broomfield, Lafayette, Louisville, Superior, Arvada, Westminster, Federal Heights, Southwest Adams County

Region 11: Northwest Colorado | July 11, 2018

Includes: Routt, Moffat, Rio Blanco, Garfield, and Mesa Counties

What worked?

- Great excitement and participation from each region
- Timely, informative, and relevant topics for each region
- High profile speakers
- Good media attention

What to improve on:

- Work with more strategic partners looking to share information and resources
- How can we align with statewide initiatives that can bring exposure and attention to these events

VIII. Committees – A Year in Review

Communications (reported by Kim Woodworth)

Projects the committee worked on:

- Worked in coordination with Professional Development Committee on refreshing ED101
- Successfully completed Economic Development Week collaboration with OEDIT – won silver for best campaign, and nominated for Collaboration in Industry awards, COBRT

- Caroline Joy helped UP our social media efforts before the Drive Lead Succeed Conference – Up Your Game! to help create excitement and anticipation for the conference
- Allison Trembly has more than doubled our social media followers both on Twitter and Facebook over the past two years and she is dedicated to continuing her work as she allows for others to chair the committee
- Kim Woodworth worked in coordination with the Public Policy Committee, Ryan Stachelski, and Jennifer Cassell to deliver more timely and relevant content during the legislative session

Data (reported by Meridith Marshall)

- New in its formation, the committee has expanded to over 14 new members representing top data experts from around the state.
- Conducted a survey during the Drive Lead Succeed Conference to ask what types of data and how to use it most interests our members.
 - Significant findings from this survey include an Economic Developer Handbook which would include available data from statewide resources like OEDIT, DOLA, CU Boulder, and CSU
 - Members are interested in a workshop focused on what type of data is most important, how to find it, and how to use it

Membership Value (reported by Sandy Head)

Projects the committee worked on:

- Formed the Private Sector Task Force to begin working on the benefits that EDCC either already provides or could provide that would be most beneficial to private sector members/investors
- Gave input on how to make the website more user friendly and resource rich
- Went to the board for approval of sharing the monthly minutes to members to help keep them in the loop, we began sending the minutes out this past year
- Coordinated the EDIE Awards nominations, Selection Committee, and awards ceremony at the Drive Lead Succeed Conference

Strategic Partnerships (reported by Jeremy Rietmann)

Projects the committee worked on:

Worked with our current MOU's to strengthen the relationship for improved benefits for each organization

CML:

- Produced a Take 5 video on Economic Development
- Incorporated more information into our presentation at their Annual Conference
- Incorporated CML into our Annual Conference
- Spoke at CML's Mayor's Summit

CDFA:

- Participated and coordinated a panel at the annual CDFA Workshop
- Included a CDFA Workshop at the beginning of Drive Lead Succeed
- Included a keynote from CDFA at Drive Lead Succeed
- CDFA promoted both the pre-conference workshop and DLS conference to their membership
- Support letter for Private Activity Bonds to help support their efforts in retaining it in the new tax policy

IEDC:

- Continuing to strengthen our tristate relationship and marketing efforts for IEDC Courses
- Looking to bring the CEcD Test to Colorado

Downtown Counties, Inc.:

- Kim went to one of their workshops to see how we can incorporate their efforts into our regional efforts
- Cross promoting our events through our online calendars, e-newsletters, and sharing with our membership
- Looking for new ways for us to collaborate

Professional Development (reported by Michelle Claymore)

The committee expanded its participation to 10 new members

Projects the committee worked on:

- Worked in coordination with Communications Committee on refreshing ED101
- Brought back the Mentorship Program, coordinated and held a mentor breakfast at the Drive Lead Succeed Conference
- Worked in coordination with the DLS Conference Steering Committee be designated for Continuing Education Credits for Commercial Real Estate Brokers, Attorney's, and CEcD Professionals
- Working to bring the CEcD test to Colorado

Public Policy (reported by Ryan Stachelski)

Projects the committee worked on:

- Created EDCC's Legislative Platform which was adopted by the EDCC Board
- Used the platform to communicate EDCC's position on policy matters throughout the year
- Worked with the communications committee to send out timely and relevant content during the legislative session to both EDCC members and legislators
- Wrote several support letters in support of positive economic development initiatives and strategic partners
- Planned and coordinated the Gubernatorial Forum at the Drive Lead Succeed Conference

IX. Committee – Looking Forward

The five year Strategic Plan ended in 2017. The EDCC Executive Committee and Committee Chairs will conduct a review and update committee’s and language. The Committee Chairs will then work with their committee’s to develop a 3-5 year plan with measurable goals. We hope to have this accomplished by the March 9th board meeting.

Board committee assignments were made:

Communications

- Committee Chair: Kristi Pollard
- Laura Lewis Marchino

Data

- Committee Chair: Meridith Marshall
- Greg Thomason
- Wendell Pryor

Membership Value (reported by Sandy Head)

Membership Value and Strategic Partnerships have been paired together. Strategic Partnerships help increase membership and bring access to professional development and benefits to our members

- Committee CO-Chair: Sandy Head
- Committee CO-Chair: John Hall
- Jonita LeRoy
- Scott Prestidge
- Johanna Jamison

Professional Development (reported by Michelle Claymore)

- Committee Chair: Michelle Claymore
- Tara Hosick
- John Bristol
- Jeff Shaw

Public Policy (reported by Ryan Stachelski)

- Committee Chair: Ryan Stachelski
- Kelly Flenniken
- Barry Gore
- John Hall
- Drew Kramer
- Scott Prestidge
- Jeremy Rietmann
- Greg Thomason

X. Adjourn

- Jeremy Rietmann adjourned the meeting at 4 p.m.

- Next meeting: Feb. 9, 2018 at Colorado Office of Economic Development & International Trade, 1625 Broadway, Ste. 2700, Denver CO 80202 from 10:30 – 11:30 a.m.