

Meeting Location:

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

Present:

~~Kimberly Bailey, John Bristol, Sandy Head, Meridith Marshall, Kristi Pollard, Scott Prestidge, Wendell Pryor, Jeff Shaw, Greg Thomason, Carolynne White~~
Michelle Claymore, Tammy Fields, Kelly Flenniken, Barry Gore, John Hall, Kittie Hook, Tara Hosick, Johanna Jamison, Stacy Johnson, Drew Kramer, Jonita LeRoy, Laura Lewis Marchino, Rachel Lunney, Jeremy Rietmann, 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 February 9, 2018 Board Meeting Minutes

VOTE: Laura Lewis Marchino made a motion to approve the February 9, 2018 meeting minutes, Kelly Flenniken seconded. All approved.
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III. Approval of the February Financials

February 2018 Monthly Financial Report:
(Accrual Reporting)

- Balance Sheet:
 - Total assets and liabilities - \$115,853
- Income Statement:
 - Total income – \$10,251
 - Total expenses – \$10,428
 - Net income from operations – -\$176.98

YTD 2018 Financial Report:

- Balance Sheet:
 - Total assets and liabilities – \$115,853
- Income Statement:
 - Total income – \$14,002
 - Total expenses – \$17,195
 - Net income from operations – -\$3,193

VOTE: Laura Lewis Marchino made a motion to approve the **February Financials**, John Hall seconded. All approved.

IV. Drive Lead Succeed Conference Committee Update (Kelly Flenniken & Kittie Hook, committee co-chairs reported)

- The committee has been meeting weekly. We have talked with several potential speakers and sponsors including the Retail Coach, ICSC, NAIOP, CoreNet and ULI - all have expressed interest in presenting and most likely sponsoring. We are working out the details of what these topics/agenda items look like.
- We are still working on a theme – looking at what the next step is beyond “Upping Your Game.”
- The Committee is looking at presentation possibilities with our national, state, and regional partners including IEDC and CDFA
- We are building a draft agenda to see where the gaps are. We want to make sure that the content is relevant. Please submit your ideas, now is the time!
- Jeremy Rietmann, offered up one idea: Focusing on qualitative development vs quantity. This may help with some of the anti-growth sentiment that is growing along the front range.
- Kim Woodworth added that we will also look to the committees to bring in their contribution to the conference i.e. Public Policy Committee working on a legislative/Gubernatorial piece; Membership Value Committee working on the EDIE Awards piece; etc.

V. Regional Forums Update

Region 3: NW Front Range

- E-vite went out this passed week and we have 15 attendees so far
- Sponsorships that have come in: City of Westminster, Broomfield Economic Development, Arvada EDA, and CU Leeds Business. We are still looking for sponsorships for this event.
- Agenda is complete; we are finalizing speakers. The committee wanted to focus on “Placemaking” as it relates to urban development.
- Agenda items:
 - Using Placemaking as a Strategy for Planning & Development
 - A Smart Cities Summary – Everything you need to know
 - How Businesses are using Placemaking to Attract Workforce

Region 11: NW Colorado

- The final date for the forum is July 11, 2018 in Craig CO
- Tri-State Generation and Transmission Association will be the presenting sponsor – Thank you!

- Working to get the steering committee set and launched

VI. Operations Director Report

Website:

- We are now in a soft launch. We are working through some of the glitches that comes with new websites.
- The board will receive an email asking for you to go in, pay your invoice, update your profile, and join one or more of our interest groups. Please provide feedback on your experience. There is a link in your email that you can use if there is a glitch, a process that's not intuitive, or something is wrong or missing.

Outreach:

- Met with the Colorado Real Estate Association. They are working on their annual REfresh Expo and have asked EDCC to be a content contributor. This is a fantastic opportunity to get our organization in front of a new audience. The audience will include the real estate profession and stakeholders. Unfortunately, the event is two weeks before the DLS Conference. Kim asked for assistance on pulling the content and speakers together. Jeremy Rietmann made the official ask of the board for a volunteer that will lead this effort. John Hall agree to volunteer.

VII. Committee Updates

Communications Committee: [Kim Woodworth, Reported]

Economic Development Week – partnering with OEDIT again this year on a state-wide economic development week campaign. Last year we won the Silver Award and this year we are striving to win Gold! This year, we are focusing on what Colorado does best! #ColoradoCollaborates. Campaign information will be going out in the coming weeks so keep an eye out for it.

Johanna mentioned that she will push out to her Main Street community to help in the efforts.

Data Committee: [Kim Woodworth, Reported]

The Data Committee along with Laura Lewis Marchino have been talking about the IMPLAN model and where do we go with the membership benefit of the Economic Impact Studies. Looking further into the IMPLAN packages which we will need to update by this fall, IMPLAN offers a package for 5 users for \$4,500 - \$5,000 that we can share with other partners.

Current process: Gary Horvath charges \$600 for an Economic Impact Study; the member can apply for assistance from EDCC up to \$300, the community then would be responsible for the remaining \$300 or they can pay the full amount to Gary.

The benefit that EDCC is giving to its members, is by paying for the IMPLAN model so individual communities don't have to pay that upfront cost. Then by contracting with Gary Horvath who creates short and concise reports, we are able to keep the cost down to \$600.

Laura added, Region 9 purchases the IMPLAN model and would be interested in going into a collective effort to purchase the license. Region 9 has an added benefit of having a data analytics person on staff which could help add/diversify the number of people who can put these reports together for our members. It could also help us be more competitive. A good way to keep the cost down - Region 9 buys the basic package and then buys the county data as they need it. If they aren't doing a report for a certain county for that year, then they don't have to buy the data that year.

Kim also reported that there was some concern from the Data Committee, Elizabeth Garner, that individuals might not understand how to correctly use the multipliers. There would need to be an educational component to this for those partners wanting to share the license.

The committee recommends to the board that we wait until October to make a purchase decision and have the partners identified by that time to split the expense. If we are able to share the licenses, we would like the board to recommend how to best approach selecting those partners.

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

- Basic Economic Development Course – June 11-15, 2018 – Registration is now open
- IEDC – Business Retention & Expansion, Aug. 16 – 17 – Registration is open (make sure to use CO18); We are working through the terms for the MOU for the CECD Test to be held in Denver, Dec. 1-2. Jill Mendoza with the City of Northglenn has been a great help in getting this accomplished.
- Mentorship Program – Stewart Meek, City of Centennial has agreed to put this program together again for the DLS Conference. We will work with the DLS Steering Committee to align the program with what they are working on.

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

Right now, not a lot is happening at the Capitol. We have supported a few bills but really are in a monitoring position as we wait to see how things take shape as we near the end of the session.

The committee has been working to improve its communications to be timelier and to give a broad overview of what's happening at the Capitol. Jenn and Kim have been working in tandem to get this communication out in a timely manner.

We will have more to report as the session begins to close and bills start moving through the legislative process.

Membership Value Committee: No Report

VIII. Other Items

No other items to report

IX. Adjourn

- Jeremy Rietmann adjourned the meeting at 11:30 a.m.
- Next meeting: April 13, 2018 at Colorado Office of Economic Development & International Trade, 1625 Broadway, Ste. 2700, Denver CO 80202 from 10 – 11:30 a.m.