

Meeting Location:

Conference Call Only

Present:

Kimberly Bailey, ~~Mark Bolton~~, John Bristol, ~~Michelle Claymore~~, Tammy Fields, Kelly Flenniken, Barry Gore, John Hall, Sandy Head, Kittie Hook, ~~Tara Hosick~~, ~~Johanna Jamison~~, Stacy Miller, 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, Kim Woodworth

**No longer on the board: Johanna Jamison, Meridith Marshall, Mark Bolton (due to job changes)

Guests Present:

N/A

I. Call to Order

Meeting was called to order by board chair, Jeremy Rietmann

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

VOTE: Kelly Flenniken made a motion to approve the **Nov. 9, 2018** meeting minutes, Sandy Head seconded. All approved.

III. Approval of the November Financials

November 2018 Monthly Financial Report:

(Accrual Reporting)

- Balance Sheet:
 - Total assets and liabilities - \$195,282
- Income Statement:
 - Total income – -\$1,524
 - Total expenses – \$58,967
 - Net income from operations – \$60,491

YTD 2018 Financial Report:

- Balance Sheet:
 - Total assets and liabilities – \$195,282
- Income Statement:
 - Total income – \$237,393
 - Total expenses – \$161,157
 - Net income from operations – \$76,236
 -

VOTE: John Hall made a motion to approve the **November Financials**, Kelly Flenniken seconded. All approved.

IV. Ratification of the 2019 Board Special Appointments

Special Appt.	Kittie Hook, Newmark, Knight, Frank (NKF)
Special Appt.	Carolynne White, Brownstein, Hyatt, Farber, Schreck
Special Appt.	Tara Hosick, Climax Molybdenum Company
Special Appt.	Drew Kramer, Tri-State Generation & Transmission Assoc
Special Appt.	Kelly Flenniken, Xcel Energy
Ex-Officio - DOLA	Trish Thibodo, Department of Local Affairs (DOLA)
Ex-Officio - OEDIT	Danielle Lendriet, CO Office of Economic Development & International Trade
Ex-Officio - CWDC	Britta Blodgett, Colorado Workforce Development Council
Ex-Officio - OIT	Jonita LeRoy, Governor's Office of Information Technology
Ex-Officio	Lindsay Van Meter, BNSF Railway

VOTE: Stacy Miller made a motion to approve the **Ratification of the 2019 Board Special Appointments**, Barry Gore seconded. All approved.

V. Drive Lead Succeed Conference Report (Reported by Kelly Flenniken, committee co-chairs)

Kelly reported on the final event report (report attached):

2018 Fall Conference

Income: \$126,065 | Budget: \$116,240 – Increase: \$9,825

Expense: \$58,691 | Budget: \$88,500 – Saved: \$29,809

Net: \$67,374 | Budget: \$27,740 – Increase: \$39,634

% to 2018 Goal: 142%

Attendee Breakdown:

194 Guests and 54 Speakers (LY 234 guests)

18 Board Members

136 Members

58 Non-Members

3 Elected Officials

Attendees came from the following counties/municipalities:

Arriba, Arvada, Aurora, Bennett, Berthoud, Boulder, Brighton, Brush, Castle Rock, Centennial, City of Wheat Ridge, Clear Creek, Colorado Springs, Commerce City, Craig, Del Norte, Denver, Dripping Springs TX, Durango, Eagle, Englewood, Erie, Estes Park, Evans, Fort Collins, Fort Lupton, Fort Morgan, Fort Worth TX, Fountain, Ft Collins, Golden, Grand Junction, Greeley, Gypsum, Hot Sulphur Springs, Irvine CA, Kiowa, Lakewood, Laramie WY, Larimer County, Littleton, Lyons, Meeker, Montrose, Morgan County, Northglenn, Pagosa Springs, Parker, Pueblo, Rifle, Rio Blanco County, Salida, Silt, Silverthorne, Steamboat Springs, Stratton, Thornton, Trinidad, Walsenburg, Washington, Westcliffe, Westminster, Windsor, Yuma

****Final Report attached to Board Minutes**

VI. Operations Director Report (Reported by Kim Woodworth)

Administrative:

- Updated professional development offerings for 2019
- Updated Regional and Conference dates
- Set-up registration and sponsorship capabilities for both Forum's and Conference
- Website became compromised and lost all work from November
- Contacted all open invoices via email and personal phone calls
- Secured lobbying contract for 2019
- 2019 Draft Budget
- Working to secure first conference call with Eastern Plains Regional
- Shared Governor Elect's open positions with membership
- Coordinating Board Retreat
- Self-evaluation and ideas for moving forward

Communications:

- N/A
- Will be sending out a holiday greeting with a congratulations to recent CECD finishers

Outreach:

- ProteusEngage re: revenue sharing opportunity
- Emsi re: Volume Discount Program
- Proximity re: CRM, Membership and Event solution for website and opportunity to collaborate with Proximity with their mission of identifying and cataloging small businesses and entrepreneurs across Colorado

Drive Lead Succeed:

- Posted the Manufacturing Study Executive Summary and Report on website
- Conducted audit on registrations/sponsorships and payments
- Finalized the BEO's and AV
- Finalized post event report to be presented at December board meeting
- Downloaded photos and presentations
- Updated the EDIE Awards Webpage
- Thank you's out to sponsors including sponsorship opportunities for 2019
- Updated the 2019 sponsorship package

VII. 2019 Budget Discussion and Approval (Reported by Laura Lewis Marchino)

Operational Request:

Laura Lewis Marchino asked for board approval to increase the amount a check can be signed by the Operations Director from \$1,000 to \$2,000. This helps to streamline the payment process from having to send checks to the treasurer via snail mail monthly. Most checks are under \$2k.

VOTE: John Hall made a motion to approve the Operational Request to increase the dollar amount allowed for the Operations Director to sign to \$2,000, Laura Lewis Marchino seconded. All approved.

2019 Budget:

The budget is set for a 20 percent increase over the prior year. A couple areas to call out:

- Memberships: We have room to grow and have increased our target budget in the Private Sector memberships
- Regional Events: Each location and event are different which makes it hard to predict the net income year-over-year. We are going to keep our numbers the same from 2018.
- Drive Lead Succeed Conference: As our marketing and memberships have increased, we believe we can continue the momentum in 2019
- Website: We have contributed a significant amount to this line item to get the website built correctly and working efficiently. Portal to the world
- Staff Professional Development: has increased to help staff grow and bring valuable information back to the organization

Operations Director Review:

Kim was asked to leave the call. Jeremy provided an overview of Kim's annual evaluation and the talking points that were provided to you. There was discussion of strengths and weaknesses. The Executive Committee made a recommendation to increase Kim's salary by \$5,000 in 2019, provide an end of year \$3k bonus for 2018, provide up to \$6K for admin support as Kim sees fit, and add an additional \$1K for training/travel in the 2019 budget for Kim's professional development. The net income should show now as \$5K for 2019.

VOTE: Laura Lewis Marchino made a motion to approve the **2019 budget with the additional recommendations by the Executive Committee**, Kelly Flenniken seconded. All approved.

VIII. Other Items

Emsi Volume Discount Program

Key Points:

- Minimum of 30 subscriptions to start / maintain program
- 2 license choices
- EDCC gets a complimentary license with active program
- License is for a single user

This discount program is offered exclusive to EDCC membership. It is intended to support economic development activities in the state by suppling low-cost access to premiere workforce data. EDOs & EDCs who are not current subscribers, may take advantage of special association program discounts. EDOs & EDCs who are current Emsi subscribers, would qualify, as they renew, if they choose to be contracted under the program. The program discounts are provided to better enable economic development organizations that are budget-constrained, to have access to word-class economic and workforce data without the encumbrance of a large unplanned purchase.

The program establishes a relationship between EDCC and Emsi. Under this agreement Emsi services are provided at significant savings through volume purchasing from EDCC members. Volume pricing is seen

as a direct benefit of EDCC membership. To qualify for volume pricing, a minimum number of user licenses must be activated prior to the program start date.

To better facilitate efficient usage of Emsi services, user licenses are offered in two configurations. Users may select from either a Basic or an Advanced software package depending on their needs. Licenses are contracted on a per-user (individual) basis. A separate user license agreement is provided to the Association for distribution.

Board Discussion:

- Jeremy Rietmann: commented that this is a great opportunity but is hesitant on the starting number of 30. Would it be possible to negotiate the starting number to 20-25?
- Kelly Flenniken: agreed with Jeremy's comments on the number it takes to keep the program running. Any way to reduce the number would be beneficial.
- Laura Lewis Marchino: excited about the program but is concerned about the speed it would take to get this up and running. The data committee is vested in seeing this work.

VOTE: Laura Lewis Marchino made a motion to move forward with the Emsi Volume Discount Program, Kelly Flenniken seconded. All approved.

IX. Adjourn

- Jeremy Rietmann adjourned the meeting at 11:24 p.m.
- Next meeting: January 11, 2019 EDCC Board Retreat, EVRAZ – main office, Board Room, 1612 E. Abriendo Ave, Pueblo, CO 81004

Financial:

2018 Fall Conference

Income: \$126,065 | Budget: \$116,240 – Increase: \$9,825

Expense: \$58,691 | Budget: \$88,500 – Saved: \$29,809

Net: \$67,374 | Budget: \$27,740 – Increase: \$39,634

% to 2018 Goal: 142%

2018 Event Income Combined:

Regional Forum Income: \$24,280

Fall Conference Income: \$126,065

Total Event Income: \$150,345 (increased 2% over 2017)

2017 Total Event Income: \$148,067

2017 Fall Conference

Income: \$114,377 | Budget: \$96,250 +\$18,127

Expense: \$78,796 | Budget: \$75,400 (\$6,798 was in attrition)

Total Net: \$35,581 | Budget: \$20,850 +\$14,731

% to 2017 Goal: +70%

2017 Event Income Combined:

Regional Forum Income: \$33,690

Fall Conference Income: \$114,377

Total Event Income: \$148,067 (increased 30% over 2016)

2016 Total Event Income: \$113,310

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Marketing Outreach:

Marketing Tool	Date Sent	Sent to: Membership	Strategic Partners	EDO Marketing Contacts	Elected Officials	Past Conference Attendees	Regional Content Committee Contact Lists	OEDIT's Contact Lists	Media
Event Announcement	Mar. 27	✓	✓	✓		✓	✓	✓	
Monthly E-News	Apr., May, Jun., Jul., Aug. Sept.	✓	✓	✓					
Save-the-Date	Oct. 2017 Dec. 2017	✓	✓	✓		✓	✓	✓	
E-vite, Speaker Announcements, EDIE Awards, Mentor/Mentee Bkft	Co-Marketed with all regional, public policy, EDW Communications	✓	✓	✓	✓	✓	✓	✓	✓

Media:

Media Hits:

Conference

- 2 Event Calendar Listings; Colorado Real Estate Journal
- 4 weeks in Colorado Business Roundtables Newsletter
- 1 press release from CDFA: CDFA Joins EDCC at their Annual Conference
- Press Release: [Colorado Poised to Grow its Manufacturing Industry](#)
 - [Company Week](#)
 - Emsi Blog – Dec. 2018
 - [Colorado Biz Magazine](#)
- Western Real Estate Business Journal – Colorado Real Estate, Opp. Zones – Dec. Issue
- [Estes Park EDC posted EDCC's Press Release Announcement](#)
- [Manufacturer's Edge posted event on their website](#)
- [Connect2Dot posted event on their website](#)

EDIE Award Announcements:

- [EDCC's Press Release](#)
- [Metro Denver EDC](#)
- [Comcast](#)
- [Castle Rock EDC](#)
- [Arapahoe Community College](#)
- [DCI Blog](#)

- City of Wheat Ridge
- [Delta County ED](#)

Twitter:

- #EDCCEvents Twitter Posts:
<https://twitter.com/search?f=tweets&vertical=default&q=%23EDCCEvents&src=typd>
- We picked 21 new followers
- We earned 14,268 impressions during the event period. Up 12k impressions over last year!

Facebook:

- People Reached: 1,569 – LY reached 318
- Reactions, Comments, Likes & Shares: 147