

Meeting Location:

Conference Call Only

Present:

Kimberly Bailey, Britta Blodgett, ~~John Bristol~~, ~~Robin Brown~~, Michelle Claymore, Tammy Fields, Kelly Flenniken, ~~Barry Gore~~, ~~Kittie Hook~~, Tara Hosick, ~~Sean Kendall~~, Drew Kramer, Jonita LeRoy, Laura Lewis Marchino, ~~Danielle Lendriet~~, Rachel Lunney, ~~Stacy Miller~~, Wendell Pryor, Jeremy Rietmann, Leigh Seeger, Jeff Shaw, Trish Thibodo, Greg Thomason, ~~Lindsay Van Meter~~, ~~Carolynne White~~, Kim Woodworth, ~~Jenn Cassell~~, ~~Stewart Meek~~

Guests Present:

N/A

I. EVRAZ Plant Tour

II. Call to Order

Meeting was called to order by board chair, Tammy Fields

III. Approval of the Dec. 14, 2018 Board Meeting Minutes

VOTE: Laura Lewis Marchino made a motion to approve the **Dec. 14, 2018** meeting minutes, Michelle Claymore seconded. Abstained Wendell Pryor. All approved.

IV. Approval of the November Financials

December 2018 Monthly Financial Report:

(Accrual Reporting)

- Balance Sheet:
 - Total assets and liabilities - \$180,561
- Income Statement:
 - Total income – \$1.31
 - Total expenses – \$12,306
 - Net income from operations – \$-12,305

YTD 2018 Financial Report:

- Balance Sheet:
 - Total assets and liabilities – \$180,561
- Income Statement:
 - Total income – \$236,895
 - Total expenses – \$175,380
 - Net income from operations – \$61,515

VOTE: Greg Thomason made a motion to approve the **December Financials**, Kelly Flenniken seconded, Abstained Wendell Pryor. All approved.

V. **Board Roles and Responsibilities**

Tammy Fields, 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.

Strategic Plan

Each of the board members received a copy of the newly adopted Strategic Plan. Jeremy Rietmann, Immediate Past Chair, explained the process the board went through to update our strategic plan which had expired last year. The document is intended to give directive for five years. Committees were also asked to create their workplans that will be a part of our annual report to members in October. A link to the strategic plan can be found on our website under "About": <https://edconline.org/wp-content/uploads/2018/01/EDCC-Organizational-Strategic-Plan-2018.pdf>

VI. **Drive Lead Succeed Conference Debrief** (Reported by Kelly Flenniken, 2018 committee co-chair)

Kelly Flenniken reported on 2018 Conference successes and opportunities:

- **Successes:** robust content, most of all the speakers scored a 4-5 stars, venue/food/AV all scored well, venue location helped keep a captive audience throughout the entire event
- **Opportunities:** supplying enough rich content for both Urban and Rural representatives. Finding a more engaging keynote speaker, some logistics need to be thought out regarding the keynote lunch and EDIE Awards Ceremony, and building in more networking opportunities
- **Discussion:** how do we meet the need for Urban and Rural representatives without creating a divide? What is the process for content and speaker research – discovery phase?
 - Focus Groups – creating a couple of focus groups comprised of Urban and Rural members
 - Utilizing our strategic partners better
 - Utilize Regional Steering Committee Members to share info and outcomes from the regionals
 - Reinforcing 1-2-person shops with available resources
 - Advocacy training for the profession
- **Committee Formation:**
 - Kelly, Drew, Stacy, Jonita, Laura, Tara, Trisha

VII. **Membership Value Programs**

ProteusEngage Intro and discussion on pricing and value to members (presented by Joe Knecht)
ProteusEngage is B to B digital engagement platform.

Goal: Empower local and regional economic developers with the tools and content needed to effectively grow their communities.

Elements: Economic Developer Engagement Toolset

Opportunity/Model: As the needs of economic developers and the expectations of prospects/clients evolve the need for innovative tools to engage with stakeholders is a must. In discussions with EDCC and reviewing how the ProteusEngage platform for economic developers deploys, we have identified an opportunity.

The combined value/impact of EDCC's content and proven processes deployed in a centralized and easy configured model via ProteusEngage can empower local and regional economic developers and drive success. This approach will allow economic developers to leverage powerful tools at a cost-effective level - increasing success.

Product Offerings

- Retention Tool
 - Engage Retention Solution
 - Design Templated Solution
 - Easy to Deploy and Support

Discussion:

- What is the purpose of this program? To help communities have another resource to help them with their retention programs and showcase the best of their communities. This would also help promote advocacy for their economic development program in showing the value they bring to the community. This might be a potential revenue sharing program for EDCC.
- Who is supplying the data? ProteusEngage, retention visits – economic developer
- Who is building the BR&E Survey? The economic developer or they can pay to have a full BR&E study done
- Wendell asked if there would be potential for a B to B component, answer was yes
- Next steps if we thought this was a good program:
Pull together a focus group to brainstorm what the full product would look like based on community's needs. Then tighten up the hypothesis of the program. Create buy-in with more members, then roll out by the end of the year.
- The board discussed offline; there are other companies out there that supply this type of information. Should we be looking at Colorado based companies? A lot of this information is already out there. The onerous is put back onto the economic developer to populate the data with other data supplied somewhere else and that's not helpful, just adds more work. If this is something that we want to pursue then we should submit an RFQ to multiple companies because we bring a value that they are looking for.
- This program could align nicely with the Membership Committee in which we can address with the committee.

Emsi Volume Discount Program Support (presented by Laura Lewis Marchino)

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

Currently I have 5 interested in an Emsi subscription.

- Jefferson County EDC - Leigh Seeger
- Metro Denver - Chelsea
- Montrose - Sandy
- Delta County - Stacey
- Boulder Chamber – Corine

We will begin to roll this out once we work through the contract. Emsi is going to supply us with the language and marketing materials that we can promote on our website. We will be looking to recruit a few board members to reach out to regional organizations to get our 30 users secured quickly so that everyone can take advantage of the program.

Manufacturing Study: how to get best use out of study (presented by Jeremy Rietmann)

<https://edconline.org/colorado-poised-to-grow-its-manufacturing-industry/>

- Jeremy asked that everyone read through the report and provide feedback on what they thought about it
- We could use this report to help build relationships with manufacturing organizations within the state
- How can we use it to promote manufacturing growth within the state?
- Where are the opportunities for us to engage and share this?
- Could we share this with our legislators and college administrators so that they are aware of it?
- Recommendations that were made at the end of the study were to combine this information with labor market data to better assess our regions needs and then validate the needs with employers. Jeremy sees this as an opportunity for EDCC to develop relationships with economic developers and the Colorado Dept. of Labor and Employment and use some of the data tools available at the state to help inform economic developers at the local level and validate some of these needs against it and then work on building some of these relationships and partnerships
- Jeremy doesn't want to see this report go to waste. We should be actively promoting this study and getting it out to as many people as possible
- There also might be an opportunity to partner with manufacturers edge to help further roll this out

Discussion:

- Britta Blodgett suggested that she'd share it with all of our Manufacturing Sector Partnerships
- Find a spokes person to discuss the findings of the study
- Relationship development tool
- Push it out on LinkedIn
- Are there any current projects happening that would relate to manufacturing that we can link it to?
- Could we also send this to our Workforce Development directors?
- Colorado Succeeds
- Talent Pipeline Report, CWDC

VIII. Regional Forums Debrief (Reported by Kim Woodworth)

Kim Woodworth reported on 2018 Regional Forums successes and opportunities:

Successes: Planning these events are very organic and not every regional is the same. The discussions and group dynamics are so vibrant, interesting, and insightful. After these groups have worked together on their forum it has helped reestablish their regional relationships and has helped them pass certain initiatives as they work together. Helps educate their communities on issues and initiatives

Opportunities: looking for board representation to get broader perspectives; need help with 2020 RFP process, need help in securing funding, looking for board participation, we encourage board members to attend.

IX. Committees – A Year in Review

- **Communications Committee:** presented by Kim Woodworth
 - Social media presence has increased this past year for events and stories across the state.
 - Good earned media was achieved for the Drive Lead Succeed conference.
 - One committee volunteer sat on the Drive Lead Succeed committee to ensure good coverage.

- A communications committee volunteer would post stories as they appeared in different media outlets.
- As with previous years, the communications committee struggled to get partners to share their stories, posts, etc.
- A marketing lunch and learn was hosted in an effort to provide resources to ED professionals across the state. 24 people attended. We agreed that we should webcast the presentation so all regions can participate.
- The committee discussed partnering with the data committee to host educational webinars.
- The committee struggles with participation.
- Making sure the website is functioning at its highest level and the best resource possible is the priority for 2019.
- Chair position is available.
- Committee recruitment, statewide collaboration opportunity.
- We need a representative from each committee to sit on the communications committee so that we can collaborate across committees.
- **Data Committee:** presented by Laura Lewis Marchino
 - Comprised of all the top economists in the state
 - They are really excited to have this type of forum in which they can collaborate. They have never had this before and find real value in it
 - They have wanted to do a Data Literacy course in coordination with our regionals
 - Data resource section on the website
 - Working with more data firms like Emsi to bring that resource to more of our members
 - They want to be a resource for our community's that maybe looking for a certain data set or report. They become a sounding board for that community and help them with what data they actually need.
- **Professional Development Committee:** presented by Michelle Claymore
 - Several years we were seeing a large turn over in the industry and poor advocacy within communities to support the profession. The EDCC saw an opportunity to educate our EDO's and help them advocate for what they do.
 - EDCC/Michelle created the Basic Economic Development Course syllabus and was able to have it verified by IEDC
 - We host this every year in June and everyone coming into the profession are encouraged to take the course
 - We bring IEDC's courses to Colorado in coordination with our regional partners, Arizona and New Mexico
 - We also brought the Certification Course to Colorado this past year to enable our professionals to take in our time-zone and without the cost of travel. We had 3 out of 4 pass their tests.
 - We have a couple of member volunteers on the committee that head up the Mentorship Program

- We have an MOU with Council of Development Finance Agencies to do a yearly course in coordination with our Annual Event to help educate our professionals on financing options available for projects
- Need to work with IEDC on EDCC's committee work should go towards recertification
- Michelle is looking for a co-chair and someone who is interested in training and succeeding Michelle's position.
- Wendell suggested that we should look into an internship program to help build our industry base and offered to do the research to help launch this program.
- **Public Policy Committee:** presented by Kim Woodworth
 - More active in tracking and supporting bills this past year
 - Better communication on where EDCC stands to our members and legislators
 - Goals into the strategic plan
 - What's next:
 - Successful retreat at DLS – led to some platform changes and continued/expanded focus on building relationships and testifying
 - Feb 6 – Legislative Luncheon – looking to make it more interactive, grow our brand
 - Feb 6 – trying a testifying/legislative interaction “training”
 - Advocacy Team – attempting to get some up-front commitments from all of EDCC to take action quickly if needed – we know who to call for what issues
 - Support connections to local EDCC folks to local legislators
 - Keep up monthly updates from Jenn
 - “Welcome” communication to legislators
 - Considering a 2nd retreat in the spring just after close of session to contemplate pushing our own legislation in partnership with other organizations – give us time to build out for following session
 - There is an opportunity to help Stew while Barry Gore is out – Wendell volunteered to be an advisor to Stew.
 - Wendell also suggested that we ask the committee where we want to be the most impactful and concentrate our resources to that ie Healthcare, transportation, etc. Jeremy mentioned that we do have our legislative platform that we have concentrated on A Healthy Business Climate, Effective, Well-maintained Infrastructure and A Capable, Well-educated Workforce **Legislative Platform:** https://edcconline.org/wp-content/uploads/2018/01/EDCC-Legislative-Platform_2019-WEB.pdf
 - Wendell also mentioned that we should look at a partnership with CCI.
- **Website Task Force:** presented by Kim Woodworth
 - We will be redoing the website and Kim thanks all those that approved the budget so that we can get this done properly and efficiently
 - The website is our gateway to the world and its important that we send the right message
 - We need a membership portal and an events ap that helps streamline the backend work for events
 - We are currently in RFP status
 - We have one proposal to review and I had a meeting with Proximity to see if their application might work for our membership portal.

- We want to create a small task force, 1-2 people that are versed in website development and can help me through this process
- Jonita LeRoy and Britta Blodgett stepped up to be on the task force

X. Committee Formation

Before asking the board for their commitments Kim gave context to two committees that are under reformation:

- Membership Value looked at pricing structure and made sure we were aligned with other similar organizations and also looked at the value we were bringing to our members. The way we look at it, all our committees are bringing value to our members. Each committee should be governing themselves and researching how they best bring value to our members. Where we have a gap is in membership retention and development as well as looking at programs that can increase the value proposition for the private sector to participate closer with our organization members.
- Strategic Partners committee looked at strategic partnerships that were valuable to our work and cross promoted to their members i.e. CML, DCI, IEDC, CDFA, etc. Some see this wrapping up into the membership committee as it lends itself well to building awareness of our offerings and cross promoting. We need to see what we can do to strengthen the current relationships and broaden on new relationships.

Committee Commitments:

Kelly Flenniken: DLS Committee, Public Policy, Membership

Drew Kramer: Public Policy, DLS Committee, Regional Forums

Greg Thomason: Data, Public Policy, Eastern Plains Regional Forum

Jonita LeRoy: Membership, Website Task Force, DLS Committee

Wendell Pryor: Public Policy, DLS Committee, Professional Development Internship Program

Kimberly Bailey: Communications

Laura Lewis Marchino: Data, Executive Committee, DLS Committee

Leigh Seeger: Data, Public Policy

Michelle Claymore: Executive Committee, Professional Development

Jeff Shaw: Professional Development, Public Policy

Rachel Lunney: Data, Public Policy

Tara Hosick: DLS Committee, Membership

Trisha Thibido: Regional Forums, DLS Committee

Britta Blodgett: Website Task Force, Communications

Jeremy Rietmann: Executive Committee, Public Policy

Carolynne White: Membership

Kittie Hook: Membership

Stacy Miller: Executive Committee, DLS Committee

Tammy Fields: Executive Committee, DLS Committee Advisor

John Bristol: Data, Public Policy

SeonAh Kendell – Professional Development

Danielle Lendriet – Regional Forums

Lindsay Van Meter – Membership

Barry Gore

XI. Adjourn

- Tammy Fields adjourned the meeting at 4 p.m.

Next meeting: February 6, 2019, First Baptist Church – Miller Room, 1373 Grant St., Denver CO 80203. This meeting is in coordination with the Legislative Luncheon. All board members are encouraged to attend the luncheon and reach out to their legislative representatives to be in attendance.