Minutes of Meeting
November 12, 2013

Present: Mary Block, Josephine Colacci, Kelly Jackson Condon, Todd Grover, Paula Reed, Renee Rinehimer

Absent: Terrence Rapoport

Staff present: Steve Glueck

The meeting was called to order at 6:35 PM

1. APPROVAL OF AGENDA

Chair Reed asked if there are comments or objections to the agenda for November 12, 2013. There being none, the chair declared the agenda approved.

2. APPROVAL OF MINUTES

Reed asked if there are comments or objections to the meeting minutes from October 8, 2013. There being no comments, the chair declared the meeting minutes approved.

3. PUBLIC COMMENT

Reed asked for potential public comment. There was none.

4. DISCUSSION / ACTION TOPICS

A. 2013 Summary and 2014 Work Plan

Reed led the Commission through a discussion of the 2013 work plan, and revisions that may be suggested for 2014. A few highlights include:

- Under the “Recruit Grow and Retain” goal, EDComm agreed that it may do one or more traditional networking events, but would also:
  - Seek to partner with existing and new subject based networking groups.
  - Seek to connect businesses to each other and local partners, including to assist partners like the iSTEM program.
  - Sponsor industry group meetings or events to familiarize them with the Golden area.
• Under the “Access to Capital” goal, EDComm agreed to:
  o Continue as a Rockies Venture Club sponsor, but at a greatly reduced level than the 2013 pilot partnership.
  o Continue the Innovation Center of the Rockies partnership and Rocky Mountain Innosphere support re capital access and mentoring.
  o Promote information about capital sources and other information when introduced to new and start up companies.
• Under the “Market a Stronger Golden Brand” goal, EDComm discussed the fact that we reviewed our “story” in 2013 and now need to focus more on telling our story:
  o Develop stories for all types of communication channels about our coolest companies, successes, and opportunities.
  o In addition to stories, consider press releases, speakers series, short videos, etc.
• Under the “Educate the Workforce” goal, EDComm confirmed the approach presented at the October meeting.
• Under the “Cultivate Innovation and Technology” goal EDComm agreed to continue with minor levels of support for Rocky Mountain Innosphere and new groups like the Jeffco Innovators Workshop, and co-working, as well as the scholarships for the Innovation Center of the Rockies.
• EDComm agreed to delete the Infrastructure goal, since there did not seem to be actions EDComm could take locally to impact the issue.

5. COMMUNICATIONS

a. Prospect Report; Glueck updated about the specific building materials company that is considering Jefferson County and a manufacturer hoping to stay even after being downsized by its new owner.

b. GURA; Colacci provided updates on several projects, including the January closing of the Golden Bowl, grant requests from Foothills Art Center and Miners Alley Playhouse, the start of a study of a Colfax URA project, a Visit Golden “Ap”, and transition issues for both GURA and the new DDA to be established in 2014.

c. Chamber of Commerce; Condon mentioned events including the Business Expo, November 18th Infotainment at Miners Alley, and upcoming holiday activities.

d. Visit Golden; Rinehimer updated on Visit Golden activities and campaigns to support events, and some details about Small Business Saturday and the start of holiday promotions on November 30, 2013.

6. AGENDA/ SCHEDULE

The next commission meeting is December 10, 2013.
Condon MOVED and it was SECONDED to adjourn at 8:35 p.m. The motion passed unanimously.

Paula Reed, Chair