Economic Development Commission
December 9, 2014 Meeting
6:30 PM
1445 Tenth Street, Golden, CO 80401

**Opening** (6:30 to 6:45)
Goal: Agreement to meeting objectives
1. Approval of Agenda
2. Approval of meeting notes from November 11, 2014
3. Public Comment

**Discussion/Action Topics** (6:45 to 8:00)
Goal: Commitment to progress or support needs for work program elements
Outcome: Updated focus area task status and assignments

1. Discuss CSM Entrepreneurship Club with Mark Mondry
2. Briefing on “The Raising of America” Economic Development effort
3. 2015 Work Program
   Commission will discuss specific projects and programs pertaining to the 2015 work program.
4. Communications
   - GURA – Colacci
   - Prospect/Development Project Report
   - Chamber of Commerce – Condon, Rinehimer
   - Community Marketing Committee – Block, Rinehimer
   - General comments
5. Schedule/Assignments/Feedback

6. Wrap up and Adjourn (8:00)

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City of Golden
Memorandum

To: Economic Development Commission
From: Steve Glueck, Director of Community and Economic Development
Date: December 4, 2014
Re: December 9, 2014 Packet Memo

Please review this additional background material for the upcoming meeting.

Discussion/Action Topics:

1. CSM Entrepreneurship Club. Stephan Reckie has invited Mark Mondry from the CSM Entrepreneurship Club to attend our meeting and brief the commission. We may also discuss our proposed “start-up” weekend.

2. The Raising of America. Staff will briefly update the commission on an event attended on December 4th related to the economic development and workforce benefits of investment in early childhood programs.

3. 2015 Work Plan update. We will again review the draft workplan, based upon comments made last month.

Communications Staff and Commission members will report on the various areas listed on the agenda.

Prospect report The main new activity related to prospects for primary job growth in the community includes the following:

- MIE Properties’ proposal to GURA to try to utilize TIF funding assistance to start construction of their 110,000 square foot building at Corporate Center will be discussed by GURA on December 8th.

General Comments:

Attachments: Minutes
Draft 2015 work plan outline
Present: Kelly Jackson Condon, Josephine Colacci, Terrence Rapoport, Stephan Reckie, Renee Rinehimer

Absent: Dan Becker, Mary Block

Staff present: Steve Glueck

The meeting was called to order at 6:37 PM

1. APPROVAL OF AGENDA

Chair Colacci asked if there are comments or objections to the agenda for November 11, 2014. There being no comments, the chair declared the agenda approved.

2. APPROVAL OF MINUTES

Colacci asked if there are comments or objections to the meeting minutes from October 21, 2014. There being no comments, the chair declared the meeting minutes approved.

3. PUBLIC COMMENT

Colacci asked for potential public comment. There was none.

4. DISCUSSION / ACTION TOPICS

A. Economic Incentive Request - Air Sciences: Glueck briefed the commission on an additional primary employer economic incentive request from a local company seeking to consolidate their operations in one location in the Corporate Center Business Park. Air Sciences has been in Golden for many years and has located a space to consolidate their downtown and north Golden facilities. Based upon the anticipated new and continued economic benefit, Condon MOVED and it was seconded to recommend the standard primary employer use tax rebate up to $25,000. The motion passed unanimously.

B. 2015 Work Plan Review: Commission members discussed the 2015 Work Plan as follows:
• Reckie met with the CSM Entrepreneur club faculty member Mark Mondray. Mondray will be invited to an upcoming EDComm board meeting to discuss partnerships as well as the proposed “start up weekend”.

• The commission reviewed the outline for the 2015 work plan and made several edits and suggestions. Glueck and Colacci will work on a revised draft and send it out before the December meeting.

C. COMMUNICATIONS

a. GURA: Colacci reported that she had missed the prior night’s meeting. Glueck added that after much discussion, the GURA board had voted to conditionally approve the contract with ARES for development of lots 2 and 4 adjacent to the GURA parking structure. The board also authorized conveyance of its condominium ownership within the Clear Creek Square parking garage to the city, and an additional sidewalk phase along Colfax.

b. Chamber of Commerce: Condon reported on many recent and upcoming holiday and winter events, including Small Business Saturday, Olde Golden Christmas and the Candlelight Walk. Condon also mentioned Chamber activities related to their strategic plan, 2015 budget, and upcoming annual meeting.

d. Visit Golden: Rinehimer reported that Visit Golden is working with Pure Brand on the 2015/2016 campaign.

6. AGENDA/ SCHEDULE

The next commission meeting is December 9, 2014.

Condon MOVED and it was SECONDED to adjourn at 7:55 p.m. The motion passed unanimously.

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Josephine Colacci, Chair

Text to be inserted in 2014 Annual Report

General Overview

Throughout the past few years, EDComm has sought to further a series of goals related to the primary employment, and start-up/ small business components of the community. For 2015, EDComm plans to focus more closely on those specific goals where it is more likely that EDComm can have a direct effect. In doing so, EDComm will maintain four major focus areas, as listed below.

Focus Area Overview

1) Recruit, Grow and Retain Business

   • In this focus area EdComm will continue to build relationships with primary employers and other economic development groups within the region to identify programs and approaches that can be leveraged to achieve program goals.

Goal:

   • Each member will participate in one of the following: a business retention visit, participate in the CSM career fair, or support a partner group.
   • Staff will conduct at least six scheduled business retention visits.
   • Refine participation in the CSM career fairs, including guest participation by local companies.
   • Support partner groups, such as Jefferson County Business Resource Center, Rocky Mountain Innosphere, CREED, and others.
   • Staff to provide site selection and entitlement assistance.

2) Create and market a stronger Golden Brand

   • This focus area should complement the marketing and branding work done through the Visit Golden program in order to ensure it promotes the “Golden Advantage” for business.

   • For 2015, continue to identify and promote stories and communication related to our positive business climate.
Goal:

- Develop stories for all types of communication channels about our unique companies, individuals, and community successes, and opportunities.
- Prepare and post at least three short video press releases of the above stories.
- Continue to seek PR placements in traditional and non-traditional channels featuring the “Golden story.”

3) Educate and train the workforce for the future

- EDComm can promote the workforce of the future by participating in community efforts focused on improving the schools in Golden.

Goal:

- Activate our partnership with the iSTEM program in Golden Schools. Achieve at least three business or event connections with the iSTEM program.
- Continue the RED Rocks College scholarship program for Golden High graduates in the Applied Associate of Science degree program. Evaluate this program at the end of 2015 to determine whether to continue after the spring 2016 semester.
- Continue to promote the Discovery Technology Program to introduce science careers to young girls.

4) Cultivate innovation and technology

- Leverage existing relationships between Innovation Center of the Rockies, NREL, and the Colorado School of Mines to increase the level of collaboration.
- Seek programs to increase awareness and opportunities for other entrepreneurs as well.

Goal:

- Partner with the CSM Entrepreneurs Club to support their events and activities.
- Plan and conduct a “Start-up weekend” to focus attention and direct benefit for local early stage companies.
- Encourage an entrepreneurship program at the high school level.