

# The Joint Economic Development Council

## Minutes July 12, 2013 Meeting

Members present: Tim Caboni, Scott Criqui, Brad Finkeldei, John Ross, Bob Schumm, Paul Werner, Jon Josserand, Leslie Soden, Mike Wildgen, Dave Corliss, Craig Weinaug, Doug Gaumer and Greg Williams

Others Present: Diane Stoddard, Britt Crum-Cano, Chad Lawhorn

Mr. Williams called the meeting to order at 8:00 a.m. and offered a brief welcome and led a brief period of self-introductions.

Williams then led a discussion relative to the various economic development metrics/measurables many Chambers and Economic Development Corporations across the country use in evaluating the success of economic development initiatives. Those typically include a) net new job creation and retention; b) net new capital investment; c) the percentage of growth of media income levels in the region; and d) payroll. Members of the Council conducted a thorough discussion about these, and other, metrics.

Doug Gaumer, 2013 chair of the Lawrence Chamber of Commerce board of directors, presented an update and status report regarding the Technical Training initiative currently underway.

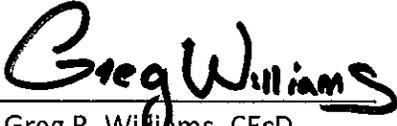
Greg Williams then presented a report regarding his first year of service to the community. Successes include strong progress in national business development, outreach and marketing (getting this region back on the radar of site location advisors and national brokerage houses), building the case for Technical Training in the community, initiating a much-needed capital campaign for economic development, building strong collaboration with KU, the BTBC, Kansas Research Nexus and other allied economic development partners, developing and implementing an aggressive, realistic business plan for the Chamber, building a new and innovative web presence for the EDC of Lawrence & Douglas County,

JEDC Meeting Minutes  
July 12, 2013  
Page Two

Along with developing and implementing a branding and messaging campaign targeted at the Kansas City metropolitan area, formation of the Development Issues Input Group and Voice of Business Committee and building new relationships with officials in state government.

Following a brief update and status report relative to current and ongoing projects, the meeting adjourned at 9:04 a.m.

Respectfully submitted, July 12, 2013 by:

  
Greg R. Williams, CEcD