

**Joint Economic Development Organization Board Minutes
September 13, 2017**

City Council Chambers, 214 SE 8th Street, Topeka, Kansas, Wednesday, September 13, 2017.

The Joint Economic Development Organization (JEDO) Board Members met at 6:00 p.m. with the following voting Board Members present: Deputy Mayor Jeff Coen, Councilmember Michelle De La Isla, Councilmember Tony Emerson and Shawnee County Commissioners Kevin Cook, Bob Archer and Shelly Buhler -6. City of Topeka Mayor Larry Wolgast presided -1.

Non-voting Board Members Present: Councilmembers Hiller and Ortiz.

Non-voting Board Members Absent: Councilmembers Clear, Jensen, Schwartz and Harmon.

PRESENTATIONS:

- A. NEW BUSINESS ATTRACTION was presented by Molly Howey, Vice President of New Business Development and Attraction
- B. BUSINESS RETENTION & EXPANSION ACTIVITY was presented by Jackie Steele, Vice President of Business Retention and Expansion
- C. ENTREPRENEURIAL & MINORITY BUSINESS DEVELOPMENT was presented by Glenda Washington, Vice President of Entrepreneurial & Minority Business Development
- D. WORKFORCE & EDUCATION was presented by Barbara Stapleton, Vice President of Workforce & Education Development
- E. 712 INNOVATIONS was presented by Zach Snethen, Project Manager 712 Innovations
- F. BAAFTECH TASKFORCE (Bioscience/Ag/Animal/Financial Tech) was presented by Daniel Foltz Associate Professor in Biochemistry and Molecular Genetics at Northwestern Medicine
- G. MOMENTUM 22 was presented by Kayla Bitler, GO Topeka and Greater Topeka Chamber of Commerce Strategic Coordinator
- H. JEDO FINANCE COMMITTEE 2ND QUARTER FINANCIAL REPORT was presented by Betty Greiner, Director of Shawnee County Audit Finance

Councilmember De La Isla left the meeting.

Mayor Wolgast announced Councilmember Hiller would serve as proxy for Councilmember De La Isla.

APPROVAL of Minutes from the meeting of July 26, 2017 was presented.

Councilmember Coen moved to approve the Minutes of July 26, 2017. The motion seconded by Commissioner Cook carried unanimously. (7-0-0)

EAST TOPEKA LEARNING CENTER (ETLC) MARKET STUDY

APPROVAL of Selection Committee's recommendation for engagement of a contractor for the market study was presented.

Barbara Stapleton, GO Topeka Vice President of Workforce and Education Development, provided a brief update on the ETLC project and stated the Selection Committee has recommended Ketchum Global Analytics as the firm that meets the needs of the project and the community.

Glenda DuBoise, Taskforce Chair, gave a brief overview of the selection process. She reported two responses to the request for proposal were received on July 21, 2017; the Selection Committee evaluated the responses and interviewed the respondents on August 15, 2017 followed by the selection of Ketchum Global Analytics. She stated Ketchum is well prepared to work in Topeka and Shawnee County and would provide a quality research study of residents and key stakeholders. She reported the Taskforce has recommended the funding request be divided in thirds and allocated from three different funding sources (Washburn University, ETLC project contingency/education budgeted funds and EMBD funds).

Councilmember Coen moved to approve the Selection Committee's recommendation for engagement of a contractor for the market study. The motion seconded by Councilmember Emerson carried unanimously. (7-0-0)

REQUEST for use of Carryover Entrepreneurial & Minority Business Development (EMBD) Funds to pay for a portion of the market study was presented.

Glenda Washington, GO Topeka Vice President of Entrepreneurial and Minority Business Development, stated the \$38,000 of carryover funds would support the proposal, review the needs of the neighborhood, and support the data needed to ensure a successful program.

Councilmember Emerson asked if the funding amount being requested includes travel expenditures since it was not included in the original proposal.

Glenda DuBoise stated travel expenditures in the amount of \$7,000 have been included in the request.

Councilmember Emerson moved to approve the use of Carryover Entrepreneurial & Minority Business Development (EMBD) funds to pay for a portion of the market study. The motion seconded by Councilmember Coen carried unanimously. (7-0-0)

Councilmember Ortiz thanked the JEDO Board for their support of the ETLC project in the east Topeka community. She asked GO Topeka Staff members to provide information on the upcoming community event being held at the ETLC.

Glenda DuBoise invited the community to attend a Cookout on September 30, 2017 from 12:00 p.m. to 3:00 p.m. at the ETLC facility. She noted an Open House would be announced at a later date.

Councilmember Hiller asked if there is a plan for marketing the program and developing the curriculum.

Glenda DuBoise stated the information needed to develop a marketing strategy and program curriculum would be attained through the market study.

APPROVAL of funding in the amount of \$225,000 for Project Leaf was presented.

Jackie Steele, GO Topeka Vice President of Business Retention and Expansion, gave a brief overview of Premier Advisory Group (Project Leaf) an existing Topeka-Shawnee County company which serves as the parent company of ActionCOACH Business Coaching, Bajillion Agency and MotoVike Films. She stated the project allows for proposed incentives in the amount of \$225,000 based on job creation only and follows GO Topeka incentive guidelines and performance would be based on an economic impact analysis of \$16 million annually.

Angela Engstrom, President of Premier Advisory Group, stated she is excited to grow the business in the Topeka community as well as provide the momentum to teach other businesses to grow. She noted ActionCOACH Business Coaching, Bajillion Agency and MotoVike Films are family owned businesses that would add jobs to the community and attract quality professionals to the area.

Commissioner Archer moved to approve the funding in the amount of \$225,000 for the Premier Advisory Group (Project Leaf). The motion seconded by Commissioner Buehler carried unanimously. (7-0-0)

Wendy Wells, GO Topeka Board of Directors Chair, stated she is excited to support the business as it will attract young professionals to the community.

Councilmember Hiller and Commissioner Cook welcomed the new business to the downtown area.

DISCUSSION 2018 GO Topeka Draft Budget was presented.

Molly Howey, GO Topeka Vice President of New Business Development and Attraction, provided a brief overview of the 2018 GO Topeka Draft Budget as well as the 2018 Budget process timeline. She noted the draft budget does not include the Momentum 2022 items. She extended an invitation to all JEDO Board members to meet one-on-one with GO Topeka staff members to answer any questions they may have.

Councilmember Hiller asked GO Topeka staff members to provide a clear understanding on how the collaboration of tourism entities (GO Topeka, Downtown Topeka, Inc., Greater Topeka

Chamber of Commerce etc.) plan to work together in regards to the structure, marketing, shared space and exchange of funding to make certain the process is transparent to citizens.

Molly Howey stated visuals are being developed and will be presented at a future JEDO Board meeting.

Matt Pvarnick, President and CEO of GO Topeka, reported a chief financial officer or certified public accountant would be hired to ensure that no private and public dollars are co-mingled in the collaboration of the tourism entities. He assured JEDO Board members the highest ethical and fiscal standards would be upheld in regards to the partnership of organizations.

No further business appearing the meeting was adjourned 7:05 p.m.

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