

**Joint Economic Development Organization Board Minutes
August 1, 2013**

Cyrus K. Holliday Building, 620 SE Madison Street, Topeka, Kansas, Thursday, August 1, 2013.

The Joint Economic Development Organization (JEDO) Board members met at 5:30 p.m. with the following Board members present: City of Topeka Mayor Larry Wolgast, Deputy Mayor Sylvia Ortiz and Councilmembers Michelle De La Isla and Chad Manspeaker; and Shawnee County Commissioners Shelly Buhler, Kevin Cook and Bob Archer -7.

Nonvoting JEDO Board members present: Councilmember Karen Hiller. Absent: Councilmembers John Campos II, Denise Everhart, Elaine Schwartz, Nathan Schmidt and Richard Harmon.

Mayor Wolgast called the meeting to order. He commented on the new meeting location and stated the meeting would be televised and streamed live on the City's website. He announced that the agenda would include a workshop hosted by JEDO and the GO Topeka Partnership concerning the Entrepreneurial Minority Business Development Program. He referenced the new JEDO Board Operational Rules and noted the Board is now required to meet on a quarterly basis. He commended all City4 staff members for their hard work in making the necessary accommodations to change the meeting location.

Councilmember De La Isla moved to add an item to the agenda. The motion died due to the lack of a second.

APPROVAL of Minutes of the May 22, 2013, JEDO Board meeting, was presented.

Councilmember Ortiz moved to approve the minutes of the JEDO Board meeting of May 22, 2013. The motion was seconded by Commissioner Buhler.

Mayor Wolgast asked if there was anyone present who would like to speak to the matter. No one appeared.

Following roll call vote, Mayor Wolgast announced the motion to approve the minutes of the JEDO Board meeting of May 22, 2013, carried unanimously (7-0-0)

PRESENTATION - Entrepreneurial and Small Business Benchmarking

Maureen Collins-Williams, Entrepreneurial Communities Director and Entrepreneurship Outreach, University of Northern Iowa, provided a 60-minute presentation on Small Business and Entrepreneurship Development. She discussed the following points:

- Entrepreneurship Trends including number of jobs; solo-preneurs (home based businesses) and women and minority trends
- Business startup activity in Topeka MSA
- The importance of Entrepreneurship and knowing the future looks entirely different than the past, as well as, understanding a diverse economy is the healthiest economy.
- Entrepreneurs Needs:
 - (1) Community Support
 - (a) Culture – celebrate small business ownership and use failure as a learning opportunity – not a stigma
 - (b) Infrastructure – understand the importance of quality of life, change how we deliver services and make sure there is plenty of bandwidth
 - (2) Business Technical Assistance and Training
 - (a) Mentoring
 - (b) Consulting (1:1)
 - (c) Classroom Training
 - (d) Workshops and Seminars
 - (3) Networks
 - (a) Solve Problems, Create Solutions and Accelerate Outcomes
 - (b) Start Young – education and recruitment
 - (c) Encourage social networking with peers and professionals
 - (4) Capital
 - (a) Making sure the right kind of capital is provided at the right stage of the business life cycle
 - (b) Making sure they have access to capital resources
- The Entrepreneurship Spectrum
 - (1) Micro-Enterprise Trends and how to serve them
 - (2) Small Business Trends and how to serve them

In conclusion, Ms. Williams noted that GO Topeka, The Greater Topeka Chamber of Commerce and the Joint Economic Development Organization are doing a good job and have the necessary tools to succeed; however, there is always room for improvement in reaching out to small businesses and minority groups.

Mayor Wolgast commended Ms. Williams in identifying what they need to do to make the Entrepreneurial Minority Business Development (EMBD) Program more successful in the Topeka-Shawnee County area. He asked what other cities were doing to improve similar programs.

Ms. Williams reported that some cities implement business registration license requirements; routinely request a list of state sales tax applications for their area; or conduct contests for small business owners with cash incentives. She stated there are many more ideas that could be used to open the lines of communication and she would be happy to forward the information to the Board.

Commissioner Archer asked what percentage of their budget should be spent on these types of business operations and noted that currently they spend 10% of the budget on promoting program incentives.

Councilmember Schmidt entered the room.

Ms. Williams stated that the Topeka-Shawnee County area is unique and there are only a few communities that she is aware of that are doing as well. She reported there is a wide-range regarding percentages dependent on where the region is located and noted the west coast will spend between 50% to 60% of the funding to promote EMBD programs. She stated it is important to research the data and then build a solid strategic plan while keeping in mind that you must provide the incentives for local businesses to thrive and grow.

Commissioner Cook expressed concern with women and minority business owners being uncomfortable with contacting The Greater Topeka Chamber of Commerce and asked if they should branch out by utilizing different communication mechanisms to make people feel more welcome.

Ms. Williams stated they must find someone that is trustworthy within any organization they decide to use, figure out how to establish trust, and share resources and values that will allow business owners to branch out. She reminded the Board that everyone involved has to be willing to adapt to the necessary changes.

Commissioner Buhler thanked Ms. Williams for providing them with the necessary tools and/or ideas to help improve the program, as well as, provide them with a global perspective. She stated she hopes the Board will utilize and incorporate the information in the 2014 economic development plan.

Councilmember Hiller asked Ms. Williams to define success and what types of goals should they set to succeed.

Ms. Williams stated they need to adjust their expectations to what businesses want or desire and then define their success based on that concept.

Councilmember Hiller stated that she believes they need to continue to work to better understand the entire concept and how it applies to businesses and the programs offered.

A VIDEO PRESENTATION on the Industrial Automation Robotics Initiative at the Highland Park High School was presented by GO Topeka in collaboration with the Entrepreneurial Minority Business Development Program (Yaskawa Motoman Robotics) and Topeka Public Schools.

A VIDEO PRESENTATION on the Entrepreneurial Minority Business Development Program graduate client testimonials and achievements, was presented by GO Topeka.

AN OVERVIEW of GO Topeka’s Entrepreneurial Minority Business Development results was presented.

Doug Kinsinger, President and CEO of the Greater Topeka Chamber of Commerce and GO Topeka Economic Partnership, reported the following Entrepreneurial Minority Business Development (EMBD) impact statistics with a focus on the most important impacts and their outcomes:

2012 EMBD IMPACT

TOTAL EMBD IMPACT

Ewing Kauffman Courses Delivered	4	Ewing Kauffman Courses Delivered	42
Total Client Graduated	53 Clients <i>Minority Owned - 42%</i> <i>Women Owned – 68%</i> <i>LITM – 55%</i>	Total Client Graduated	538 Clients <i>Minority Owned - 42%</i> <i>Women Owned – 68%</i> <i>LITM – 55%</i>
Graduation Rate	92%	Business Starts/Growth	161 Businesses
Businesses Starts/Growths	23 Businesses	Total Jobs Created/Retained (268 Full-Time) (119 Part-Time)	327.5
Total Jobs	42.5 Jobs	Small Business Education <i>Seminars/Workshop</i> <i>Attendees</i>	3,414 Entrepreneurs Served
EMBD Start/Growth Rate	43%	# Small Business Education <i>Seminars/Workshop/Events</i>	94 Training Workshops
# Small Business Education <i>Seminars/Workshop/Events</i>	15 Training Work Shops	# Loans Awarded	9
Small Business Education <i>Seminars/Workshop/Event</i> <i>Attendees</i>	620 Entrepreneurs Served	Dollars of TSCFOF Awarded	\$79,000
# Loans Awarded	5	Jobs Retained or Started through TSCFOF	23.5
Dollars of TSCFOF Awarded	\$50,000	Robotics Pilot Total <i>Starting in August 2011</i>	26 Students <i>Minority – 62%</i> <i>LITM – 100%</i>
Jobs Retained or Started Through TSCFOF	14	Surviving Progress Partnership (<i>City/GO</i> <i>Topeka</i>) started in 2011 – in progress	372 Businesses
2011 – 2012 School Year Robotics Pilot	26 Students <i>Minority – 62%</i> <i>LITM – 100%</i>	Technical Assistance Clients Counseled	878 <i>EMBD Priority</i> <i>Population 75%</i>
Surviving Progress Partnership (<i>City/GO Topeka</i>)	359 Businesses	Technical Assistance Hours Delivered	1886 Total Hours 878 <i>TA meeting hours</i> 1008 <i>MA hours</i>
Technical Assistance Clients Counseled	194 <i>83% Priority</i> <i>Population</i>		
Technical Assistance Hours Delivered	485 Total Hours (194 <i>TA meeting hours</i>) (291 <i>MA hours</i>)		

Commissioner Cook asked how much funding GO Topeka receives from JEDO. He expressed concern with the return investment JEDO is receiving from GO Topeka services and noted the EMBD program resulted in only 42.5 total jobs in 2012.

Doug Kinsinger reported GO Topeka receives \$500,000 annually from JEDO.

Councilmember Hiller stated there is a full array of different capital that is needed to make the program successful. She asked what should be the next steps to help improve program efforts.

Mr. Kinsinger reported the microloan program is the most helpful; however, they lack sufficient equity and venture capital.

Maureen Collins-Williams, Entrepreneurial Communities Director and Entrepreneurship Outreach, University of Northern Iowa, stated the most important capital is the microloan option which is already in place. She reported Crowd funding sites have become very successful and provide sufficient resources to start a business. She noted these types of businesses are very difficult to start and tend to grow slowly in the beginning; therefore, the industry is working on an effective matrix that measures the true effect these types of businesses have on the community.

Commissioner Cook requested they research the return investment JEDO is receiving as a result of the program.

Ms. Williams reported that one full-time job generates two or three sub-contractor jobs, a statistic that is not reflected in the current matrix.

Councilmember De La Isla asked how much of the \$500,000 was used to directly market the minority population.

Mr. Kinsinger reported approximately \$20,000 was used for marketing purposes; however, they are aware they are lacking in this area and are currently researching ways to improve.

Councilmember De La Isla asked what groups were used to provide outreach to the minority community.

Mr. Kinsinger stated he would provide the list to the Board.

DISCUSSION regarding the refocus of community vision and the setting of priorities for the Heartland Visioning Project

Gina Millsap, Heartland Visioning Co-chair, reported Heartland Visioning is entering its fifth year with many successes and milestones to celebrate including the creation of the NOTO Arts District and the revitalization of Downtown Topeka. She stated Heartland Visioning works to promote community successes through multiple channels including social media, a report to the community, as well as, monthly and quarterly electronic newsletters. She also stated Heartland Visioning works to help

Topeka and Shawnee County reach the community-wide vision by supporting collaborations, developing community leaders, facilitating meetings and helping the community work together better and communicating and celebrating successes.

William Beteta, Heartland Visioning Executive Director, stated the purpose of refocusing efforts is to determine if the visioning plan that was established still holds true and remains on track; to discuss and define ideas; and to provide opportunity to facilitate smaller community meetings in all neighborhood districts to gather input from all areas of the city. He reported they plan to facilitate the first of 20 meetings on August 22, 2013, with the last meeting scheduled in November of this year. He stated they believe the smaller meetings will generate improved discussion between neighborhood residents and Heartland Visioning facilitators.

Councilmember De La Isla commended Heartland Visioning for taking the initiative to progress the community vision and she understands projects of this nature do not move forward without the help of facilitators.

Councilmember Hiller asked where the community could access or view the 2012 Heartland Visioning Year in Review Report.

Mr. Beteta stated the report could be viewed online at heartlandvisioning.com or at the Topeka-Shawnee County Library, as well as, citizens could call and request a copy from the Heartland Visioning office at (785) 231-6006.

Commissioner Archer stated he believes that if the Heartland Visioning Organization needs to ask for guidance from the community on how to progress operations then it is time to withdraw the tax money that supports Heartland Vision efforts.

Commissioner Cook questioned how much of the Organization's funding comes from private contributions and how much is contributed from tax payers.

Mr. Beteta reported Heartland Visioning received a total of \$750,000 last year in contributions with the City and County contributing \$30,000 each totaling \$60,000 annually for the past four years.

Commissioner Cook stated he concurs with Commissioner Archer and questions if the City and County should continue to invest in Heartland Visioning.

Mr. Beteta stressed the importance of maintaining a public/private sector partnership in regards to the visioning process.

Councilmember Ortiz requested a financial breakdown of all the funding sources of Heartland Visioning.

Councilmember Manspeaker noted that eight of the 43 funding partners listed in the 2012 Report distributed by Heartland Visioning were tax funded entities. He stated he concurs with Commissioners

Archer and Cook, and believes at some point, the visioning process needs to turn into action. He stated he is not clear on what Heartland Visioning does or what JEDO is getting in return for their services.

Councilmember Hiller spoke in support of the Heartland Visioning process. She noted in her opinion the process has brought the community together through facilitation and leadership, communications and marketing, education, quality of life, economic development, infrastructure, government and private sector leadership. She stated she believes it is time to review what was missing from the process six years ago when it began and determine the outcome. She also stated there is a lot of information in the report and asked Board members to review the six foundations identified and determine if they have contributed to the process.

Councilmember Ortiz stated that the visioning process has been successful in many communities because they have used a facilitator that has the capability to connect people and create a united vision. She stated she believes there has been a breakdown in communication between Heartland Visioning and the community. She stated that she looks forward to seeing a change in the visioning process in the upcoming year; however, it may be time to make a change and cease the funding of Heartland Visioning.

Mayor Wolgast commended Heartland Visioning for their efforts in the revitalization of downtown and the establishment of the NOTO Arts District. He expressed the importance of making sure the visioning process is still moving in the right direction.

Mayor Wolgast announced that the next JEDO Board meeting would be scheduled in October. He asked the Board to provide him feedback on the new meeting location.

Councilmember Manspeaker encouraged the Board to set the direction of GO Topeka and begin establishing an economic development plan to discuss at the year-end meeting in December.

Councilmember De La Isla commended Mr. Beteta for his comments on the visioning process. She stated that it is important for them to know what economic development means and create a hub for microenterprises, as well as, review how they are investing dollars so they are successful in attracting new businesses.

Earl Williams, Economic Development Board Chair, National Association for the Advancement of Colored People (NAACP), invited all Board members and staff members of GO Topeka and the Joint Economic Development Organization to attend their upcoming meeting. He stated if they want see change they have to work as partners with the community or there will be no change.

Lazone Grays provided a handout on employment diversity in the Topeka-Shawnee County area. He reported the diversity workforce training numbers are very low and noted that each community has different needs in regards of diversity and the needs must be addressed if they want to see positive change. He asked when the Board is going to stop talking about change and take action to improve the situation.

No further business appearing the meeting was adjourned at 7:48 p.m.