

**Joint Economic Development Organization Board Minutes
May 11, 2016**

City of Topeka Council Chambers, 214 SE 7th Street, Topeka, Kansas, Wednesday, May 11, 2016.

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

The following nonvoting JEDO Board member were present: City Councilmembers Karen Hiller, Sandra Clear and Brendan Jensen. The following nonvoting JEDO Board members were absent: City Councilmembers Sylvia Ortiz, Elaine Schwartz and Richard Harmon.

Others present who presented and/or spoke before the Board:

Scott Griffith, GO Topeka Chair, Intrust Bank; Eric Rea, President of se2; Scott Smathers, Vice-President of Economic Development for GO Topeka; Betty Greiner, JEDO Finance Committee Treasurer & Shawnee County Audit Finance Director; Morgan Padgett, CPA, Mayer Hoffman McCann, P.C.; Matt Pivarnik, President and CEO of Topeka Chamber and GO Topeka; Molly Howey, Director of Business Development for GO Topeka; Barbara Stapleton, Director of Existing Business & Workforce Development for GO Topeka; Glenda Washington, VP of Entrepreneurial and Minority Business Development for GO Topeka; Pat Oblander, Director, Shawnee County Information Technology Department; Sherry Schoonover, Deputy Director, City of Topeka Information Technology Department; Joseph Ledbetter, Attorney at Law; Lazone Grays, Jr.; Kurt Kuta, GO Topeka Board Member (President & CEO, CoreFirst Bank & Trust); Carol Marple.

Commissioner Buhler called the meeting to order.

ITEM NO. 3: ACTION ITEM: Approval of the February 10, 2016 JEDO Board meeting minutes.

Mayor Wolgast moved to approve the February 10, 2016 JEDO Board meeting minutes. Commissioner Archer seconded.

The following individuals appeared to speak for public comment:

1. Joseph Ledbetter appeared and stated he liked this style of keeping the minutes, putting down pretty much word for word of what was said, the only problem he has is Item 7 Public Comment, it appears the style was changed and what was said was just summarized. He thinks in the future for consistency, he would like to be quoted directly; he has no problem with what he says being put into the record.

Following a vote, motion carried unanimously.

ITEM NO. 4: ACTION ITEM: Approval of Incentive Agreement – Project Reef: GO Topeka staff.

Scott Griffith, GO Topeka Chair, Intrust Bank stated because financial services is one of our target industries, last September, GO Topeka hosted their first Financial Services Summit. Much was learned and GO Topeka is currently in the process of planning their 2nd Financial Services Summit to take place later this year. Tonight's announcement aligns with this target industry and plays well into our communities' reputation as a regional hub for financial service companies. Over the last few days, most of them have learned the identity of Project Reef. As they know, confidentiality is critical, so he thanks

them for being understanding and respectful of the necessity of confidentiality when the GO Topeka team is working with companies who are considering making Topeka and Shawnee County their home, or for companies who are already here, when they are expanding. There are many reasons why confidentiality is critical and it is imperative that GO Topeka maintain the confidence of the companies we work with until time is right to disclose their identity. He is excited and pleased to confirm that Project Reef is se2, a financial services company founded and headquartered in Topeka since 2005. Today se2 has approximately 600 employees in our community with plans to add as many as 200 more jobs over the next few years. Like any other business, he thinks it's important to remember that se2 had other options. They could've chosen another community; they could've outsourced these jobs, but they have chosen to expand their company with jobs right here in Topeka. We are especially excited that they have chosen to expand right here in our community so tonight is a time to celebrate. With that it gives him great pleasure to introduce Eric Rea, President of se2, who will provide more detail about se2 and their plans.

Eric Rea, President of se2 stated se2 is very proud of its heritage coming from Security Benefit in Topeka. se2 stands for "service end to end", we provide technology and services to the insurance industry. When we compete we have two competitive differentiators, one is our people and the second is our technology. We believe in investing in our people, we think Topeka is a factor in our success so we certainly plan to continue our growth. And we think this is just the beginning, we really analyzed the market, we have great clientele – Mass Mutual, AllState, Security Benefit – and we are seen as a leader in our sector.

Commissioner Buhler stated this is an exciting and positive time and 200 jobs with an average salary of over \$50,000.

Scott Smathers, Vice-President of Economic Development for GO Topeka stated as we have done before we are talking about up to 200 jobs. Incentives start at \$3,000 for jobs that pay between \$30,000 to \$40,000 all the way up to a \$10,000 incentive for jobs that pay \$100,000 or greater. The payments are made over a 5 year period not to exceed \$200,000 in any given year. The average of all the jobs came in at over \$50,000 and that is how we calculated the \$1 million in employment incentives. The payback period is approximately a little over 5 years, that's just payback to the community in dollars. In addition, the economic impact of having the employees here is tremendous. If you think about a payroll, if they were to hire up to the 200 people at \$50,000 that is \$10 million of payroll each year, so it's a tremendous impact to restaurants, service providers and other things like that in our community. So that is a quick snapshot of what we are proposing to do.

Commissioner Cook asked the incentive agreement that is before them, we are looking at a 2 year period for se 2 and we are obligating \$1 million in incentive dollars for that program. Now we don't know how many jobs se2 might bring to Topeka/Shawnee County, this is up to a capped amount. He thinks this is a great opportunity, se2 is a great company in Topeka, they have added a lot to our benefit and these are great jobs. With that being said, are we potentially forgoing other options by obligating up to \$1 million?

Mr. Smathers replied that's a good questions and what he would say is to remember through the years, by not necessarily spending all the money that we have, we have put a pretty decent amount in reserve in our bank accounts right now, he thinks last year the rollover was around \$11 million. So if we were to simply lock up \$1 million over a 5 year period, not only do we have time to come up with the money while we are still paying for it, we have the ability to incentivize other companies, we have reserves enough to cover those costs as well, so it should not be an issue at all from our perspective.

Mayor Wolgast asked what is the time frame, how soon will we be able to celebrate the individuals and additional people coming on board?

Mr. Rea responded that se2 currently has 160 job openings right now, so they are actively recruiting for that and that doesn't account for their growth, they expect to get new business and additional clients. We actively have recruiters out recruiting right now and they are creating an employee referral program.

Mr. Smathers stated he would also like to compliment Barbara Stapelton, Director of Existing Business & Workforce Development for GO Topeka. This is part of our Existing Business support program that GO Topeka has and she has done an outstanding job in working with se2 on this project.

Deputy Mayor De La Isla made a motion to approve the Incentive Agreement. Commissioner Cook seconded.

The following individuals appeared to speak for public comment:

1. Joseph Ledbetter appeared and stated he did not know the name of this corporation for the incentive agreement in advance but he fully supports, they are a very good corporation. But he thinks some of the questions that were answered are on page 3, and it does talk about it being paid over 5 years and GO Topeka certainly has some carry forward funds that he has questioned in the past, so they have at least \$11 million in the bank at least that he is aware of, so they can more than easily fund this.

Looking at contract and this is not about the corporation, on page 4, it seems like in support of this organization GO Topeka should say "shall" make and incentive payment by March 31, instead of the language "will endeavor to make". And at the end of that paragraph, he doesn't like ambiguities in contracts; they might specify the amount of time they have to give them the documents after the 1st of the year, maybe 45 days. But he thinks it should reflect that they are very supportive of them and that they are going to make those payments in a very timely fashion. On page 5, and again this has nothing to do with the corporation just the drafter, whoever that was, it says on notices to send to the address identified above and he didn't see that. One of things he thinks they should do, on page 2; he thinks these documents should also be sent to JEDO not just GO Topeka since they are the oversight of this contract and they are actually approving the contract. He knows we did that years ago on the first Mars contract that they should be sent to both and that would be the City Clerk and the County Counselor's Office. He thinks they ought to clarify that. JEDO should be getting the documents as well and then they become public documents and people can access them. Because in the past it was a little difficult to get those documents from GO Topeka. He is sure that has all changed but we just don't want to see that happening again.

Following a vote, motion carried unanimously.

ITEM NO. 5: Presentation: JEDO Finance Committee 4th Quarter Cash Statement (2015), 1st Quarter Cash Statement (2016); Betty Greiner, JEDO Finance Committee Treasurer (Shawnee County Audit Finance Director).

Betty Greiner, JEDO Finance Committee Treasurer & Shawnee County Audit Finance Director presents the 4th Quarter Cash Statement (2015) and 1st Quarter Cash Statement (2016) to the Board.

**Joint Economic Development Organization
Cash Statement
As of 4th Quarter Ending December 31, 2015**

Receipts:		
Sales Tax - City of Topeka	\$	9,224,182.95
Sales Tax - Shawnee County		7,413,172.43
Refund		330,866.59
Interest Income		610.70
Total Receipts		<u>16,968,832.67</u>
 Disbursements:		
City of Topeka		
Topeka Blvd Bridge	3,247,470.00	
21st City Limits to Urish	62,468.35	
21st Urish to Indian Hills	301,200.00	
SE 45th: SE Topeka Blvd to SE Adams Ave	<u>527,294.48</u>	
		4,138,672.83
 Shawnee County		
SE 45th St: SE Adams to SE California Ae	22,589.02	
2% County Admin Fee	303,861.06	
County Bridges	<u>1,500,000.00</u>	
		1,826,450.08
 GO Topeka		
Transfer to KMIP Account		4,999,999.92
Garner Economics		2,000,000.00
Audit Fee		89,045.80
Bank Charges		4,500.00
Total Disbursements		<u>13,058,951.16</u>
 Net Receipts (Disbursements)		<u>3,909,881.51</u>
 Bank Balance - January 1, 2015		<u>5,883,310.88</u>
 Bank Balance - December 31, 2015	\$	<u><u>9,793,192.39</u></u>
 KMIP Balance - December 31, 2015	\$	<u><u>2,000,063.33</u></u>
 Total Available Balance	\$	<u><u>11,793,255.72</u></u>

**Joint Economic Development Organization
Cash Statement
For the First Quarter Ending March 31, 2016**

Receipts:	
Sales Tax - City of Topeka	\$ 1,566,989.90
Sales Tax - Shawnee County	1,908,370.90
Refund	22,044.01
Interest Income	620.40
Total Receipts	3,498,025.21
 Disbursements:	
Shawnee County :	
County Bridges	1,500,000.00
 GO Topeka	 1,249,999.98
Bank Charges	54.14
Total Disbursements	2,750,054.12
 Net Receipts (Disbursements)	 747,971.09
 Available Balance - January 1, 2016	 11,793,255.72
 Available Balance - March 31, 2016	 \$ 12,541,226.81

She wants to remind them that these are cash basis reports so the number will differ on this than on the audit report as that is on an accrual basis.

Mayor Wolgast would like to ask, at the end of the 2015 statement, did we make the last payment on the Topeka Blvd Bridge project?

Ms. Greiner replied no, the last payment will be made in 2016.

Commissioner Cook stated we ended last year with more money from sales tax coming in from the City of Topeka than Shawnee County, but now this year in the 1st Quarter it's the opposite. Is there an analysis as to why that is?

Ms. Greiner responded yes, these reports are on a cash basis. So it really depends on when the money is transferred into the JEDO accounts. And sometimes there is a little bit of a lag, we usually receive the funds at the end of the month. So it really depends on when the entity is able to transfer those funds that month or if it carries over into the next month.

ITEM NO. 6: ACTION ITEM: Approval of GO Topeka 2015 Financial Statements and Auditor's Report: Morgan Padgett, CPA, Mayer Hoffman McCann, P.C.

Morgan Padgett, CPA, Mayer Hoffman McCann, P.C. presented the GO Topeka 2015 Financial Statements and Auditor's Report with the Board. There were no new accounting policies or changes to accounting policies during 2015 and all transactions had proper support and were in the proper period. There were some elements of estimates in the statements and what she will point out is the value of pledges receivables those are pledges that have made from private dollars from various corporations to GO Topeka and how we value those is an estimate based on what we deem may be uncollectable and a present value discount as well. They had no difficulties working with GO Topeka during the course of the audit and no disagreements on any accounting or auditing matters. This is a clean, unmodified opinion which means everything is materially correct in accordance with the full accrual basis of accounting.

Some highlights she would point out included:

- Statement of Financial Position – some of the key assets to be aware of:
 - Cash/cash equivalents of \$9,080,835 – that includes both public funds and private funds that GO Topeka holds.
 - Investments – these are CD's and Money Markets so they help hold some of their excess funds in these.
 - Pledges Receivable – both a current portion and a long term portion. Those are those private dollars that have been pledged to be given to GO Topeka in future years so they are recorded as an asset at the time the pledge is made.
 - Restricted Funds of \$2,757,704 – these are the funds being held in an escrow account for Mars right now that has not been paid out yet.
 - Land Held for Economic Development of \$7,645,194 – that is the land held at Central Crossing and Kanza Fire that has not been given yet to people for incentives. That is both the land and the improvements made to the land.

Some of the liabilities:

- Deferred grant revenue JEDO \$11,082,568 - this is the amount that is unspent and approved by JEDO as carry-over and to be spent in future years.
 - Improvement and Training Incentives \$1,359,704 – these are incentives that Mars has earned but have not been paid out yet so they are a liability to GO Topeka because at any point they can request those funds be drawn and those funds are all in that escrow account.
- Statements of Activities which shows Revenues and Expenses:
 - Total support and revenues \$3,102,829 – most of this is the JEDO grant, the revenue there is recognized as it is spent so it is not the entire \$5 million that GO Topeka has received
 - Statements of Cash Flows: this will show how cash changed during the year since the other reports are on an accrual basis.
 - Net cash flows from operating activities \$2,788,353 – that means that day to day operations generated that amount of cash.
 - Net (purchase) proceeds of short term investments \$1,367,087 – put into investments in the form of additional CD's.

- Footnotes she would like to highlight
 - #6 Pledges Receivable – that is going to show the payments that are expected for GO Topeka to be collected on those private dollar pledges
 - #8 Restricted Funds – talks about the escrow account established for Mars.
 - #10 Related Party Transactions – this explains transactions that occurred between GO Topeka and Chamber of Commerce. Key ones to point out are reimbursements that are made. GO Topeka had no employees in 2015, all the staff were employees of the Chamber so there a reimbursement that happens for use of those employees and the costs related to that. Funded in two different way - \$445,000 from JEDO grants and the remaining \$405,000 was funded with private dollars. The other key one is the leases, the Chamber has a lease for office space but GO Topeka uses part of that space and in turn pays part of the lease payments and during 2015 \$69,397 was paid by GO Topeka.
 - #11 JEDO Grant – does mention the carry-over and that a portion of those funds are established for minority and women-owned businesses.
 - #14 Incentives – these are incentives that have not actually been earned yet but are committed. They are not a liability yet because the organization has not earned them yet, and they are mostly employment incentives. So we disclose them here as they are commitments but are not a liability at this point. The total of those are \$2,243,000

Deputy Mayor De La Isla stated she knows at some point in time last year there was a change in the way the two organizations were going to be run from the Board perspective and her question is were there any financial policies changes that came with that, that are not reflected here.

Mr. Smathers responded effective beginning of January, 2016, GO Topeka and the Chamber split payrolls, now GO Topeka has its own payroll system, the employees are employees for GO Topeka now, so there will no longer be next year in the audit reports the salary reimbursements that we are talking about these past years.

Deputy Mayor De La Isla asked so that means next year we are going to see a policy change.

Mr. Smathers replied yes they will see some difference in some numbers.

Commissioner Cook asked on the committed funds, on the item we took up earlier regarding se2, are we now going to see a reflection of that incentive added in there.

Ms. Padgett responded there will be a liability recorded for those as they are earned. So if they hire all 200 employees in that first year, there will be a liability except that it will be paid over 5 years.

Councilwoman Hiller asked as a follow up to that just to clarify; it will be booked as it is earned? But that might not be anywhere near the \$1 million?

Ms. Padgett replied correct it will just be a liability for what has been earned, so if they only hire 100 employees at the end of 2016 then we will just record half of that amount, so it will only be a liability for what they have actually earned.

Councilwoman Hiller responded but on other incentives we've booked them so why not on these?

Ms. Padgett stated for instance in the case of Mars, that liability, they have already earned it. But the liability only gets recorded at the time it is actually payable to them because they have earned it.

Councilwoman Hiller asked so even though we are reserving \$1 million, we would not book it until the point that they have actually hired on, based on actual salaries of who they have hired.

Commissioner Cook stated as a follow up, if at the end of the 2 years, if for some reason there are no employees hired by se2, the money would come off of the committed funds and go back into the account for GO Topeka?

Ms. Padgett replied it would not be any liability but it would show up under that one footnote about potential commitments that could be paid at some point but there would be no liability for it.

Commissioner Cook responded the incentive was for a 2 year commitment but after the 2 years if there are no employees hired it goes back right?

Ms. Padgett replied correct, it is only a liability if we are required to pay it.

Commissioner Cook stated in a like fashion, if there are only 5 employees hires at a \$2,000 incentive level we are talking about \$10,000, over 2 years that is \$20,000 out of \$1 million. \$20,000 would be showed as a commitment and the rest would be rolled back.

Councilwoman Hiller stated they will only book it once the jobs. There would never be a reversal because it never got recorded.

Deputy Mayor De La Isla going back to page 3 Statement of Activities – she was doing the math and it shows when you pay back, the money that was received from JEDO was \$2,240,263 and then it outlines the rest of the revenue sources and then it says Economic Development expenses of \$2,020,053 and then it says General and Administrative Expenses of only \$278,622, so that is staff reimbursements that were done and before she said those expenses were \$400,000.

Ms. Padgett responded that some of the Economic Development expenses are staff salaries that are related to economic development as well.

Deputy Mayor De La Isla made a motion to approve the GO Topeka 2015 Financial Statements and Auditor's Report. Mayor Wolgast seconded.

The following individuals appeared to speak for public comment:

1. Joseph Ledbetter appeared and stated he has a question on Footnote 10 Related Party Transactions which has always interested him. Did he hear the auditor say GO Topeka had no employees in 2015 because the person next to him said it was 2014, which was it? He thinks that ought to be clear to the public. Why would they not have employees, he doesn't understand that. The more he looks into it, even though he wants to believe optimistically things are improving, and he thinks they are, the more he digs, the more questions he has. He would like someone to explain how they have no employees with a \$5 million contract.

Mr. Smathers stated that up until the end of 2015, all the employees were officially classified as Chamber of Commerce employees. So if they were dedicated to GO Topeka then some of them were paid with public dollars and some with private dollars. The ones that were paid with public dollars, public dollars were paid back to the Chamber to offset the salaries of the employees. For those employees that were paid from private dollars, private dollars were paid back to reimburse the Chamber for those salaries. So the Chamber wrote the checks but then those employees that were dedicated and working for GO Topeka

on GO Topeka functions and that's how it was handled. Up until last year, the reason for doing that, the thought was we could get better synergies with one payroll system and didn't have the extra costs of operating two payroll systems but because of the confusion that has arisen regarding that it was decided that at the end of 2015, that we would try to simplify it from a reporting point of view, so we are incurring a little bit additional cost by operating two payroll systems but we are hoping that will clarify it for future years moving forward.

Following a vote, motion carried unanimously.

ITEM NO. 7: PRESENTATION: Overview of 1st Quarter Report and current Quarter activities: GO Topeka staff.

Matt Pivarnik, President and CEO of Topeka Chamber and GO Topeka stated before he turns it over to the GO Topeka staff he would like to share some of his observations with the Board. Seven things to be exact:

1. He started on January 11, 2016 and he is excited to celebrate his 4 month anniversary today with JEDO. This has been a great couple weeks in our community. Last week we broke ground on Federal Home Loan Bank of Topeka. Yesterday we celebrated small business success, today close to 40 community leaders graduated from Leadership Greater Topeka and we celebrated a major OSHA safety award at PTMW today and we just heard the news that our region is gaining 200 new jobs from se2, and there is a conservative estimate of economic impact over the next 10 years of \$100 million for that project.
2. He has met with almost everyone in this room tonight. Our elected leaders, private sector leaders, concerned citizens that dutifully take time out of their schedule to attend these meetings. After 4 months of these meetings one thing is clear, that all of these stakeholders care. We might not always agree with each other, but they care about advancing the economic prosperity of our County and our City.
3. We have a lot of work to do and there are many that are ready to roll up their sleeve and do the work.
4. In just 4 months here he is actually witnessing a community mood swing. TopCity is progressing rapidly.
5. Since we are talking specifically about GO Topeka, he wants to say he is impressed with the staff, their passion, energy and drive. They are juggling a lot of balls in the air right now.
6. He doesn't feel that GO Topeka is operating from a strong strategic plan right now. As hard as they are working, he feels they are more reactionary than strategic and intentional. We must work with all community stakeholders to develop a multi-year holistic economic development strategy.
7. He does not feel like we have strong metrics in place. We need strong metrics so we know if we have obtained our goals based on strategy. He loves the saying "measure what matters and a life unexamined is not worth living."

Molly Howey, Director of Business Development for GO Topeka presented to the Board some highlights regarding GO Topeka's New Business Projects.

New Business Projects Portfolio

- 24 projects in the pipeline
 - 61% Advanced Systems Technology
 - 17% Professional Services
 - 13% Food Manufacturing
 - 9% Logistics
- 7 are international companies
- 8 new in the 1st Quarter
- 3 formal incentive proposals

New Business Projects Portfolio Trends

- 50% requested a building, 50% requested a site
- 3 requested 100+ acres
- Most manufacturing and distribution require at least 32' ceilings
- Most manufacturing prefer to own, Professional services prefer to lease
- Employment ranges from 35 to 400

Mayor Wolgast stated this sounds like a very good record for the 1st Quarter. How does this compare to previous 1st Quarters?

Ms. Howey responded that it is about on par. She thinks maybe 1st Quarter last year may have had around 10-11 projects. But this really depends on the political climate, to how well the season was for distribution, the prior year economics, all the business factors come into play. Sometimes the heaviest quarter is the 4th Quarter. So she thinks we are on pace, it is about average.

Barbara Stapleton, Director of Existing Business & Workforce Development for GO Topeka presented to the Board some highlights regarding GO Topeka's Existing Business/Workforce Projects.

- HR/Recruitment Manager Breakout Session
- General/Plan Manager Breakout Session
- USD 501 Counselor's presentation (Manufacturers in the Classroom)
- Veteran's Partnerships
 - Washburn University/Washburn Tech
 - Workforce Center
 - KanVet-Benefits Office
 - 190th Air Refueling Wing
 - TEEI (Transition, Employment, and Economic Impact) Initiatives (federal)
- Workforce Initiatives
 - Workforce Center
 - TSCP Library
 - Topeka Capital Journal
- JEDO Scholarships
 - 50 awards
 - Totaling \$33,000
- 54 BRE Visits, 10 active projects, 3 audits
- TRM Care Program – 18 bus passes issued for work transportation

Existing Business/Workforce Current Quarter Activities

- Manufacturing & Distribution Roundtable
 - Program Offerings of local educational institutions for employers
 - Discussion – work ethic, soft skill needs, hiring issues
- Meetings regarding Financial Services Summit 2016
- Leadership Challenge Event, facilitator
- Coordinated discussions with Workforce Center and Washburn Tech for a Workforce Center satellite

Glenda Washington, VP of Entrepreneurial and Minority Business Development for GO Topeka presented to the Board some highlights regarding the EMBD Program:

- Blue Ribbon Academy
- New Venture graduates
- TEDx Talk for Women – October 26
- Small Business Awards
- Working Capital – Ads for Financial Assistance Tools
- Small Business Incentives - budgeted \$150,000, year to date we have used about \$56,000 of that money. Goes in increments of \$1,500 up to \$10,000. The impact to full-time jobs, these businesses had 17 full-time employees and 14 part-time employees. We were able to bring in equipment, help them with renovations and construction of their buildings. We currently have been able to assist 12 businesses; we have about 16 in the pipeline.

Ms. Washington would like to bring up Kymm Ledbetter, a Small Business Incentive recipient, to tell the Board how this has impacted her business.

Kymm Ledbetter stated she was so excited when she heard about this, it was a gift to her business, customers, clients. She owns Prairie Glass Studio (110 SE 8th Ave., Topeka, KS 66603; <http://www.prairieglassart.com/>.) They received money to buy a large kiln, it's called a coffin kiln. So now for customers who come in, their turnover is twice as quick for people who take classes so they don't have to wait two weeks. They can produce things faster so she can now hire more people to make things, to get things out in the community, so that is exciting to be able to bring in more people to play with glass all day long. They also received money for the electrical and the wiring in the building, it's an old building (Gizmo Building), so she was able to have an electrician come and do all the work. The lighting in the building was bad so they were also able to put in some additional lighting. She feels very blessed and it really did make an impact to bringing people to her studio downtown and everyone else that it reaches so thank you very much.

Ms. Washington stated she has spoken with all the businesses that were recipients and they have agreed that they can write an article on them so the Board will be aware of them and the impact this program is having and how it is changing lives and creating jobs.

Councilman Jensen stated he has a comment and question. He is part of Tedx Topeka team that is going to help put on the Women's Conference and if you've never been to a TED conference or a TEDx one, they are just incredible and this particular conference we are going to stream some of the live speakers and we will have a few of our own locally so it is going to be a phenomenal event so if you can come,

please do. A quick question for Kymm, how fast did this excel her business? She would have had to make these upgrades at some point in the future, did this accelerate her five years, three years, or does she know?

Kymm replied that the shelf is about 40 inches by 20 inches, she can probably if she made everything get \$600-\$700 on a shelf so if you multiply that by the 5 times a week she fires up the kiln, you can see economically how much more she can do. The new kiln is bigger than her original kiln, so it could actually increase business by she would say 35% - 40% just by having that one kiln. Because we can make things and have them all stacked and ready to go but the firing process is a 30 hour process so that makes a huge difference to speed up the turnover. So dollar wise it is huge for them.

Councilman Jensen replied that is significant.

ITEM NO. 8: DISCUSSION WITH POSSIBLE ACTION: Report of Section 3 – Communicate Effectively (External Marketing and Internal Communication) concerning the Garner Report.

Commissioner Buhler indicated the Mayor Wolgast, Councilman Coen and herself will go over the first portion of this item and then GO Topeka will handle some other sections. They have this Memorandum in their packet and looking at taking a couple of actions from this report that we have in front of us. One would be to choose a domain name, and two would be to adopt an open communications statements in our JEDO Operational Rules, so those would be the two action items. A lot of these items are going to be continuous work and improvement. At this time she would like to bring up representatives from both the City and County IT staffs to give everyone an idea of what a new website might look like. It's a start, it's a step.

Mayor Wolgast indicated we looked at how we could do this and had our two IT departments work together. And they can describe how this would be managed as well.

Commissioner Buhler stated this would be the time for public comment on this, this is our public meeting about this report and so we welcome public comment. And as she has tried to get the agenda out earlier, for future reports, if there are questions from the public that they want to ask any JEDO members, we encourage that.

Pat Oblander, Director, Shawnee County Information Technology Department indicated he was contacted by Commissioner Buhler to coordinate with the City IT Department to come up with some plans for rearranging the JEDO website. Currently when the public wants to find out information on JEDO, how is it set up, what is its purpose, what are the agenda items; when they need to find that information they don't really have a specific place to go to. Right now we have places on the City's website and the County's website that are available for people to get this information, but it is divided up between the organizations. We basically point at each other for certain things and people have to know which place to go to, it's a little bit schizophrenic. And so a better, cleaner solution would be to have one web address specific to JEDO that takes you to a website specifically for JEDO and that is what we were directed to try to come up with some proposals.

In visiting with City of Topeka IT staff, we talked back and forth about what would be some good ideas about setting something like this up. There are a lot of options out there that are available. We could have this hosted by somebody outside and pay them to do all that work and then send them the information for updates, or we could take advantage of existing services that our organizations already have in place. We thought it made the most sense to use what we already have and leverage what we have in place in order to save some money. What would be the point in spending money on things we already have in place and could make use of? So we went back

and forth between which of us would run with setting up a template for everyone to look at. Sherry Schoonover took the initiative to go ahead and build a really nice looking template website that she is going to demonstrate for them what has been done so far. Keep in mind this is just a template and subject to change.

Sherry Schoonover, Deputy Director, City of Topeka Information Technology Department indicated she has a very smart web developer, so she gave him the challenge to come up with something unique and different than what we have now. We figured a website demonstration would be better to look at. This site is also mobile enabled to you can look at it on your phone, iPad. It is very easy to read. The information shown comes from both existing websites (Shawnee County and City of Topeka), we have also updated the documents so it is posted there as well. So what you see is a unique look and feel for JEDO, there is also a link for GO Topeka which will take you directly to their website. All the documents are listed and are arranged by year so anybody can get to them at any time. So as you can see, it is very easy and fluid to move around. On the main page we have linked some main governing documents – the Interlocal Agreement, Operational Rules, Contract with GO Topeka. Down further on the main page is access to the Garner Report. And then at the very bottom is the contact information for both the City of Topeka and Shawnee County. So this is our first draft and we would love to hear any feedback.

Councilman Jensen stated this is a beautiful website but it is absolutely not ADA compliant. Is there going to be a separate version or a link that could take them to a high visibility version? With red text on a white background is great for those who have good eyesight but someone who is visually impaired is really going to struggle reading it.

Ms. Schoonover indicated that would be the next phase, once the design is accepted, then we would take a look at ADA compliance.

Councilman Jensen asked what platform this this built on?

Ms. Schoonover stated it is HTML5.

Councilwoman Hiller stated in reviewing the section of the Garner Report that we were going to talk about tonight; one of the recommendations states “In an effort to improve transparency, it is important to provide the public a summary of project details after the location is announced, whether the project selects Topeka/Shawnee County or another location.” Had they discussed including that?

Commissioner Buhler responded we had discussed that anything reflected on the website will be action that we take as JEDO and that once any action is taken then it can be uploaded to the website.

Councilwoman Hiller replied that the way she reads the recommendation is that, we have 24 projects in the pipeline right now that were on the quarterly report, and once those projects decided where they were going to go, whether they came here or went elsewhere, that Garner was suggestion that we document that.

Commissioner Buhler responded we did not get that in detail, we were mainly looking at establishing a JEDO presence, a website where we could put that information and doing that first before we go that into detail.

Councilman Coen stated he sees this as being a very good information delivery system. So documents like that can always be added, he doesn't think it can or should only be actionable items. All the presentations that are part of our documents can be on there as well.

Commissioner Buhler stated correct, anything that is included in the JEDO agenda packets even if they are not action items would be up there and have been up on the websites. But something on projects that we are looking at and we were not selected, she is not sure if that is something that would be on GO Topeka's website, or on JEDO's website, or on both. We didn't get down to that detail.

Councilman Jensen stated one of the things he thinks would be good is to have a live link to City4 so people could watch the meeting as it is happening. Or we have them on Youtube. We would have to work with the folks at City4 on that.

Commissioner Buhler stated we have reserved all three domain names (jedocodevo.com, jedocodevo.org and jedocodevo.net), what would be the recommendation for a domain name?

Mr. Oblander responded that "dot com" is the most popular. All three are reserved and ready for use. The mindset for most people who are navigating on the web is "dot com."

Commissioner Buhler questioned so whichever we choose, the other two domain names can be directed to that domain name.

Councilwoman Hiller asked why would we not just do "jedo.com"?

Commissioner Buhler responded that domain name was already taken. It was for sale maybe, but we thought that adding the "eco devo" portion to it helps to explain some of what JEDO does.

Mayor Wolgast stated he thinks this is exciting. It is one of those steps, getting closer to what we want to do, be as transparent and available as we can be.

Councilwoman Clear stated she loves the picture listed on the main page. Are those pictures going to change?

Ms. Schoonover responded yes, that is one of the things we were struggling with to be honest because we weren't sure what to pick. But yes the pictures can change and rotate around.

Commissioner Buhler stated she would entertain a motion from anyone on the domain name.

Councilman Coen moved to adopt jedocodevo.com to use as the domain name for JEDO. Mayor Wolgast seconded.

The following individuals appeared to speak for public comment:

1. Joseph Ledbetter appeared and stated how about "jedconnect.com" as a domain name? He likes the website picture. One of the things he would like to see is a link to the minutes that are currently on the City and County sites. Minutes are incredibly important; they show how an organization is being governed.

Commissioner Buhler stated she would point out that the draft JEDO website that was shown today does have the minutes, all the agenda and all the minutes.

Following a vote, motion carried unanimously.

Commissioner Buhler stated the next portion of their report regarding communications would be, in looking at our Operational Rules to see what types of things we had under the “Meetings” section and if there was anything talking about open communications. There wasn’t so we put together an open communications statement that would then be added to the Operational Rules. So that is open for discussion at this point. The Operational Rules are really what guides JEDO in our operations. The statement they are proposing to be added is as follows:

“Open communications shall be emphasized in regard to all JEDO business. Any action of the JEDO board shall be reflected on the JEDO website and can be shared by other methods of social media.”

Mayor Wolgast stated this is going to be a guiding principle when we conduct business and making everything available to the community. It is up to us to police ourselves to see that we do follow up with open communications.

Councilwoman Hiller stated in the Garner Report it suggested that we adopt an open communications policy and defined it by talking about budgets, minutes and so on. But it continued on to say that “In addition to making this information readily accessible to the public, encourage thoughtful discussion by allowing the public to post comments, suggestions, and questions.” When they discussed this issue was there an anticipation that the website or otherwise would do that as well?

Councilman Coen responded that goes back to a time commitment. Who is going to answer that e-mail that is submitted? Is it going to be the web designer in charge of the site during that time, he doesn’t know the answer to that.

Mayor Wolgast stated in the discussion that is something that we look at, but until we have website up and operational and how it is being handled, he thinks we want to be cautious about how much we put there or how much responsibility there is to handle it. JEDO has no staff in that sense. Do we direct GO Topeka to respond and he thinks that is something we have to look at and consider.

Commissioner Buhler stated she thinks there was also discussion that these are our public meetings, our quarterly meetings and that we encourage public participation through our meeting. And like the Mayor said, it is something that we could work on, but this is all starting from the very beginning. We didn’t specify any certain social media. We didn’t go into a policy, we went into our Operational Rules, because really we don’t hold any other policy anywhere else so that is why we incorporated a statement into the Operational Rules.

Councilman Jensen stated he was a little confused on the need for JEDO to deliver some of this interaction. The GO Topeka folks are the experts that are implementing this and if somebody came with an economic development idea to us, all we would do is hand it over to GO Topeka and they are already incredibly responsive if people reach out to them. Perhaps the mechanism here needs to be to shift that conversation to them and say if you have an idea great, these are the folks that can actually implement it. JEDO’s role is to set broad policy and vision and ensure that what the contractor is doing meets that, not necessarily to execute that sort of thing. He is really struggling with, is that really JEDO’s role or is that better handled by the folks that actually have the ability to implement it.

Councilwoman Hiller replied one of the things we have been working on pretty steadily for the last 2 years is that we as a Board are responsible to set that strategic plan, to monitor it, to look at performance, and so we are working to get that done. We’ve been pretty good, whoever the staff was from either unit of government, or wherever the question came whether it was to the County attorney’s office or the City Clerk, seems like both sides are pretty good at getting those questions or suggestions or comments to

where they need to go. Yet the purpose of the Garner Report was to suggest ways we could improve. And so when she looked at that, she wondered how we would do it. Her question is did they discuss whether or not they thought we should have JEDO staff? Garner has a recommendation that we should.

Commissioner Buhler responded she thinks at this time, when we are looking at the JEDO website and looking at improved communications, we did not have discussion about having JEDO staff. We were looking at what we were operating with currently.

Councilwoman Hiller stated her comment would be she does think at a minimum, taking it a step at a time and working our way in, you see a lot of websites that will have a "Contact Us" section and it allows you to email whoever.

Commissioner Buhler responded she does know there was some discussion about that from the IT staff, but this is really first steps and we will go from there.

Councilwoman Hiller replied she appreciates those suggestions to us and so she thinks we should be thinking about them, and deciding at what level do we want to do anything more than just condense the website, she thinks pretty simply we can notch it up a little bit.

Mayor Wolgast moved to adopt the open communications policy as proposed and incorporate it into the JEDO Operational Rules. Commissioner Archer seconded.

The following individuals appeared to speak for public comment:

1. Joseph Ledbetter appeared and stated he thinks it is incredibly important how they receive communication from the public. The public has been shut out of the process and a lot of times shut out of the discussion. JEDO cannot give away or delegate away their due diligence and their oversight. JEDO has to oversee this contract. It's not GO Topeka's job to answer questions for JEDO. It is the job of JEDO to answer questions about JEDO. If you are in an open meeting and you defer to them, as the Chair, obviously that is good and he has no problem with that. But if somebody sends an email, he suggests that the JEDO Chair answers, whoever that is. That should be the Chair's responsibility until JEDO does have staff. He also thinks the Chair should bring the public's concerns to these meetings. And the members should discuss it and know about the questions from the public and get an answer so over time it doesn't get murky. Maybe another President of the Chamber or GO Topeka would not be accessible. But he is bringing his concerns to JEDO, they administer the public money, they are the elected officials and that is part of their job. If people want to ask them questions or send them concerns, it should be to JEDO. Those should be reported to the Board through the Chair, and at the meeting it becomes part of a public record so people with concerns are getting to see an answer and at least know it becomes of record. It does not deter him to be ignored but it does to a lot of people. He will just keep coming and just keep putting it on the record, or write an Op-ed, or talk to a reporter. He is thinking of the community who would rather have an easy way to communicate with JEDO and that has been a big problem and it lead to a lot of dissent.

Following a vote, motion carried unanimously.

Commissioner Buhler stated she would turn it over to Mayor Wolgast to talk about Item 1c (Host a local/regional media tour) and Item 1d (Conduct a community pride campaign).

Mayor Wolgast stated first he would say the Garner Report probably had 25 recommendations and when you go into those, every sentence in there, the first thing to determine is whether this is a recommendation that is appropriate for us. And he thinks maybe we would agree not all 25 recommendations are things that we must absolutely do the way it is said to do. Item 1c is to “Host a local/regional media tour”. That is something that is good, assuming the media wants to have a tour, that they will participate, that it is worthwhile to spend the time and energy to put something together. So our response is yes, we will schedule a tour in the next 6 months. And that is the staff that is planning, we can take on that responsibility but we will see what the affect is.

Item 1d was to “Conduct a community pride campaign”. Now we know that Heartland Visioning is doing work in the pride area, looking at how Topeka/Shawnee County looks at itself, what the attitudes are of people. And generally we really feel that is a role of Heartland Visioning more than it is the role of JEDO to work on developing or elevating the pride of the community. If Board members feel we should have our own pride campaign that is something we can do, but with all the endeavors underway in the community right now, perhaps that isn’t the highest priority for JEDO to get into. So that is an example of looking at the Garner Report and respond, put a checkmark by each of these recommendations so it has been considered, it has been discussed, that doesn’t mean we will do it exactly as recommended but we do look at it.

Councilman Coen reported that Item 2 from the Garner Report recommendations is “Explain the Process to Disclose Economic Development Projects.” There is always that concern that we float code names around and how that is not all that transparent. But in this business that is kind of how it has to be. If the competition cities know who we are after then they are going to snatch them up and we don’t want that to happen.

Commissioner Buhler reported that Item 3 is “Inclusion of Community Groups” and we have stated that all community groups or individual citizens are encouraged to comment under the Public Comment Section at JEDO’s quarterly or special meetings. Individual citizens or community groups are encouraged to contact JEDO members for information and updates concerning JEDO. If the public has concerns, their times to come express that is not just at the public meetings, people are free to contact JEDO members directly and can obtain that contact information on either the County or City’s websites.

Councilman Jensen stated perhaps one of the concerns some folks are having is what information would need to come from JEDO versus what would need to come from the contractor, GO Topeka. Is there some published guidance somewhere and maybe it’s just something to add to the new website eventually if you want to know about Item A here are the people to contact, if you want to know about Item B here are the right people to contact.

Commissioner Buhler responded that is a good transition but there were some recommendations in the Garner Report that JEDO needed to address and others GO Topeka needed to address.

Mr. Pivarnik indicated he had a few quick comments on the items just discussed. First, great job on the website design. On the open communications policy, from GO Topeka’s standpoint, we are willing to play that game. Our phone rings off the hook all day, every day, all week with questions from citizens. On hosting a local/regional media tour, he thinks that is a great idea and we have discussed doing some Economic Development 101’s at the library. On conducting a community pride campaign, he wants to make it clear, the leader on community pride is Heartland Visioning but all of our stakeholders are involved. Two weeks ago we had a meeting with Visit Topeka, Downtown Topeka, Inc., Fast Forward,

the Chamber, GO Topeka and Heartland Visioning to talk about community pride and that we are all on the same team with our private sector leaders and our elected leaders too. But we have said Heartland Visioning is the point person but we do not want them to do it all by themselves. GO Topeka is also making their meeting minutes public as well.

Item 4 recommendation was to “Change the Name of GO Topeka” and really when we looked at this recommendation we didn’t have a strong opinion one way or the other. And we thought maybe there is validity in this recommendation. Obviously it would be extremely laborious and expensive. Him being the marketing person that he is, he worries about the company in Japan that has a GO Topeka card and they know who to call. We thought it would be best to do some research. We engaged a local firm, MB Piland Advertising + Marketing, LLC. We asked them to give us the good, the bad and the ugly. Martha Bartlett Piland recently completed her research and we have asked her to present her findings.

Martha Bartlett Piland reported she was asked to an external brand value assessment to determine whether we should change the name of GO Topeka. So you think about your brand, but we also think about anytime someone has an interaction with us, that is also part of your brand.

Purpose of study – Address Name Change Recommendation in Garner Report

- “Current negative perceptions and misunderstandings within the community”
- Benign external image and low awareness

Methodology

- Qualitative study = opinions, beliefs, attitudes, discovery
- External focus: site selectors, existing business, government, media
- Confidential phone interviews: 17

Context & Discussion

- Talk about the community, first
- Talk about opinion of GO Topeka
- Ask what others say
- Dig Deeper

Executive Summary

- Opinion of GO Topeka is excellent or neutral/none
 - Very responsive, get-it-done people
 - Professional/polished
 - Aggressive
 - Highly Functioning
 - Problem solvers
 - Successful
- Experience Working with GO Topeka
 - Most responses were positive
 - One felt incentives are unfairly offered

Recommendations & Rationale

- GO Topeka should not change its name
- External Rationale:
 - Expensive and time consuming (new name, trademark, marketing, printed materials, tradeshow displays, stationery, apparel, signage on buildings, social media, email templates, plus staff time, plus costs of a campaign to let everyone know. Estimated costs would be anywhere from \$150,000-\$250,000 just out of pocket, not including staff time)
 - Opportunity cost – squanders ROI (return on investment)
- Internal Rationale:
 - Local people are savvy
 - Could generate more mistrust
- Changing the name is a very expensive way to fix an unrelated problem.

Councilwoman Clear asked why does Ms. Bartlett Piland think there is a difference from what she found in communicating with people than what the Garner Report found? What she reported people said about GO Topeka is not Garner reported people said about GO Topeka.

Ms. Bartlett Piland replied she thinks what was said to her was very similar to what was said to Garner. As she understands the Garner report it is that people either have a benign image or no image of GO Topeka. Garner defined benign as ok. We heard better than they are just ok but we also heard “I don’t know who GO Topeka is.” So it was very similar but they just came up with different recommendations and rationales on if GO Topeka should change their name.

Councilwoman Clear responded this is what she gets from the Garner Report; because they are changing a lot with GO Topeka, changing it, making it better, now is the time to have people see it as a whole new agency. She disagrees that changing the name could generate more mistrust because she thinks it shows we have changed it and making it better. Her question for Mr. Pivarnik, why did he feel the need for this assessment when we already had the Garner Report?

Mr. Pivarnik replied the main reason is that he was afar watching the JEDO minutes on his laptop and there was a disconnect for him because on December 1, 2015 when the announcement came out that he was coming here to be part of this community, his phone rang off the hook. Not only from Topekans but from site location consultants, other economic development organizations, international economic development organizations. They were calling him and saying so many positive things about GO Topeka; that it was one of the best economic development organizations in the country. He thinks a lot of what was portrayed as to the image and the brand is what we have heard locally. He just wanted to double check the facts.

Councilwoman Clear questioned how much was this assessment?

Mr. Pivarnik replied \$5,000. And he will tell you when they explained the scope of the project they were originally told it would cost more but they explained they really needed to keep it at that amount.

Councilwoman Clear responded she thinks it’s dangerous if we have already paid for one study and then we throw out what the recommendations were and go with something different. We need to really be careful with that.

Councilman Coen asked on the pool of people that she was contacting, are they they people in the economic development business or where they Topekans?

Ms. Bartlett Piland responded the people contacted were outside of the community. There were site selectors, someone from the State, someone from KCADC (Kansas City Area Development Council), we talked with some existing business who had headquarters outside of Topeka and some outside media.

Councilman Jensen asked in her opinion, is this brand more important locally or nationally?

Ms. Bartlett Piland replied she would say they are equally important. A big part of the work we do is helping clients marry their internal and their external brands and when everything matches it and is in sync then your efforts are multiplied. If you have discord or a disconnect, then when external people have a connection with you, it doesn't feel real or authentic.

Commissioner Buhler questioned that this was presented at the GO Topeka Board meeting last Friday. And so there were no changes, no recommendations, nothing was changed for the GO Topeka name correct?

Mr. Pivarnik responded that is correct.

Councilwoman Hiller stated she really appreciates this. The people who were at the focus groups in Topeka, the direction was to select broadly, and to certainly invite the people who were unhappy with GO Topeka and JEDO and then also we invited a lot of people who hadn't had anything to do with it at all and the idea was to get some perspective. So it didn't surprise her when we got the negativity and the "I don't really know much about it" responses. And she thinks that was addressed in the Garner Report that we make sure locally we really engage people. But she is comfortable with this and she thinks the name is fine and if we need to work on it, she is ok with that.

Ms. Howey reported to the Board regarding Section 3 Recommendations: Items 5 through 10 of the Garner Report:

- Item 5 – GO Topeka Communications: Internal
 - Entrepreneurship/existing business expansion
 - Electronic newsletter
 - FAQs on website
 - Board communications committee and plan
 - Special publication ads
- Item 6 – Strengthen and Enhance Branding and Communications Efforts Around Topeka's Value as a Business Location
 - 6a. Update Graphics
 - New brand aligned with community
 - New marketing collateral
 - 6b. Differentiate Our Market More
 - Stressing specific items that separate us from competitions
 - 6c. Simplify and Streamline the Message to Avoid Pieces Wandering
 - Comprehensive collateral review and revisions
 - 6d. Identify Key Features and Push Them Consistently
 - Capturing differentiating factors in communications with specific target segments

- Item 7 – Develop a Prospectus for Each Targeted Industry That Clearly Articulates Topeka’s Value
 - Developing brochures for target industries
- Item 8 – Refresh the GO Topeka Website
 - Initial work completed but continuous process
 - New GIS system available to the market for access to data, demographics
 - No plans at this time to have website translated into other languages
- Item 9 – GO Topeka Social Media Activity
 - Twitter and Facebook (Internal)
 - LinkedIn (External)
- Item 10 – GO Topeka Trade Show, Conference and Event Activities
 - Research and evaluate on case-by-case basis to ensure quality time with site selectors and companies.

ITEM NO. 9: ACTION ITEM: Approval to move forward with previously budgeted initiatives/programs: New workforce initiatives: GO Topeka staff.

Ms. Stapleton reported to the Board regarding new workforce initiatives as follows:

- Topeka Workforce Center
 - One stop shop for both employers and employees
 - Partnering with the library and other entities in the market
- KanVet Office
 - Locating at Washburn Tech
 - State is paying for the operations
 - We propose to pay for marketing and signage
- Recommending \$45,000 of the budgeted \$75,000
 - Marketing
 - Materials
 - Signage

Councilwoman Hiller stated she is particularly interested in the Workforce Center. Her understanding is we were working on not just promoting the Workforce Center but also working on developing a master list of all the different workforce programs even to the point of listing 1st tier and 2nd tier. 1st Tier being like the Workforce Center where you go in and they help you find jobs and support you through it, and the 2nd Tier being everybody who says if you come to us we will hold your hand and help you get connected with whatever you need. Can she discuss exactly what we are going to have and what we are planning to market?

Ms. Stapleton responded that list is internal; it was a list that the Workforce Center provided so we can build and we had our marketing coordinator design basically a flyer that they can use and be able to share in the community as well as the database Councilwoman Hiller referred to. The Workforce Center has shared it with all the workforce partners and they have updated their information. They are ready for the second step, to share it with those 2nd Tier providers, so they may not directly provide workforce services but they may have constituents that may have those needs and so they can resource that. It has been developed as a Google Doc so that all the workforce providers can update their information. This is more specifically for a comprehensive, professional marketing campaign to make sure we are communicating

both to job seekers as well as employers the partnership that these three agencies, the Workforce Center, the Library, even the jobs on CJOnline, so that they all offer those services for all of those organizations within the community.

Councilwoman Hiller asked what would this marketing campaign be, what is it going to tell people about, who is it going to, how would that work?

Ms. Stapleton replied it would be for the County as a whole. It will be a mixture of things, flyers, brochures those types of things to be able to communicate and have other things that can be shared by others, out on social media so it is out there and visible in the community. We would be targeting both job seekers as well as our existing and employers.

Councilwoman Hiller stated she is very sensitive to the input that we have had over the last few years, this concern that we needed more workforce assistance for people. For her knowing for sure that we have for job seekers, that we are putting out information so that people can figure out how to access the system. Maybe a senior, a person with disabilities, a person with felonies, a veteran, a high schooler looking for a summer job.

Ms. Stapleton responded some of that trickles to that 2nd Tier, maybe even being a 3rd Tier. With high schools, sometimes she knows there is a struggle as far as interpreting what workforce development is and workforce providers versus those organizations that can benefit from that. High schools do offer career technical education but they are not necessarily what a true workforce provider is and so they would be in that 2nd Tier or maybe a 3rd Tier and so those communications would still continue to be received whether it is electronic, printed materials, in person, advertisements, social media.

Councilwoman Hiller stated if she was a job seeker and she is a little timid about going to the Workforce Center, how would she find out where she can access information?

Ms. Stapleton replied they might find that maybe at the Library. The Workforce Center and the Library are meeting to make sure their platforms and messaging and resources all align. It is a holistic approach, to make sure that everyone is met where they are most comfortable.

Mayor Wolgast moved to approve GO Topeka to use \$45,000 to move forward with the proposed workforce initiatives as requested. Commissioner Archer seconded.

The following individuals appeared to speak for public comment:

1. Joseph Ledbetter appeared and stated he is with them.

Following a vote, motion carried unanimously.

ITEM NO. 10: ACTION ITEM: Approval to move forward with a new initiative to develop a technical school on the east side of the community: GO Topeka staff.

This item was pulled prior to the meeting. No action was taken.

ITEM NO. 11: General Public Comment

The following individuals appeared to speak for general public comment:

1. Joseph Ledbetter appeared and stated he wants to thank Commissioner Cook for attending a meeting recently at the library. Councilman Coen has also done this for Citizens for Accountability in Government meetings, former Councilman Schumm has attended as well as Mr. Pivarnik. When you have a willingness to talk to other people and hear their ideas and actually implement some, what you find is that is what leaders do. They want to get the other side so they understand what the whole position is so they can implement a good policy. That is good leadership and that is all that he has asked for the last five years is good leadership that listens and understands there are other leaders besides those in elected office. What you want to do is recognize it, meet with them and talk to them. He has reached out to leaders in the past, the former CEO of GO Topeka for example, and found much resistance and he didn't understand it because if there is nothing to hide why are you so afraid to meet with people or to hear another idea. He wants to recognize when people do what is good and what is right. They deserve a compliment and he will be the first to give it. There is a lot of energy in this community and there is a lot of bright, smart people and they deserve to at least be listened to and be courteous to. And he is going to pass along a concern some of the people in his group have had as to why they don't come down here anymore. They did feel like there were people who treated them rudely and if that is you, you know who you are. When you are dealing with the public in these forums, you need to be cognizant that these people aren't paid and they give a lot of their time and energy to studying problems and understanding what is going on and then offering ideas. They are not to be disdained, they are to be heard and if you listen to them, not only might you learn something but you might actually find out they are not as bad as you thought and they are pretty smart.
2. Lazone Grays, Jr. appeared and stated he wants to concur he finds Mr. Pivarnik very refreshing. He has met with him and he really enjoyed what he had said earlier and he has positive confidence in his leadership and the things he aspires that he wants to see and do here in Topeka/Shawnee County. He operates and manages a nonprofit organization. We are not a partner, we are a provider. We do work directly with the individuals who he comes and advocates for as a contracted provider with the State.

So when he speaks about the HOPE Mentoring policy, he doesn't just talk about it, he steps up to the plate, gets an agreement and starts working with people. He wants to make them aware of this program so they can share information about it with people they come into contact with. One hour a month for 12 months to be in the lives of somebody who had their back against the wall, losing their cash assistance in 24 months. He has brought Mr. Eckles and other individuals from the State to speak to people with the City, GO Topeka, the Chamber, maybe they should have them come speak to JEDO to learn what they could do to play a part.

From the very beginning when the sales tax started, he personally has an agenda and he would like to be able to check things off his list as it goes along. There are things that have already been checked and that is what he calls progress. He is still checking them off and there are a few of them that haven't been but he hopes it is something that as we are turning this new leaf that he can work with Mr. Pivarnik, the Chamber, GO Topeka. That maybe they can help shape the message so that JEDO can better understand how important these things are.

Nothing on this list is bad for the community. He has brought forth different statistics that aren't great that dealt with disparities in procurement, poverty, unemployment. There are many people he could thank for listening, they are new, they have listened, they have used their juice to talk with JEDO to get things funded and get policies passed.

3. Kurt Kuta, GO Topeka Board Member (President & CEO, CoreFirst Bank & Trust) appeared and stated in their roles as council members and supervisors and all their activities they get plenty of opportunities get feedback so he is going to take advantage tonight to give them some feedback. He wants to say thank you for the approval tonight of the se2 project, great company, good project, very fair plan, center of the bulls eye use of incentive monies. He also wants to thank them that they took the initiative to say we need to celebrate it. He thinks a big part of any culture that one tries to build is that we do need to celebrate our successes. You hear a lot from our GO Topeka staff when they give their reports there is a lot of great things going on. Sometimes there is not a lot of awareness of what is available and going on in the community but the celebration and the coverage of the good things goes a long way to build a health culture. When he attends GO Topeka meetings or he attends JEDO meetings and you go through the Garner Report what they are really doing is helping set some of the business culture here in Topeka. And generally when you have an organization it is generally your CEO and the Board that are the keepers of that culture. When you are talking about the business environment of a community, the County it is bigger than that. Certainly JEDO is a big part of that, the individual governing bodies are a part of that, GO Topeka is, the general community is and he thinks we are at a stage here where that culture is being defined. He usually just says "culture is how we do things here." Culture trumps strategy. We can come up with the best brand, plan and strategy but if the culture doesn't support it, we won't get the results we want.
4. Carol Marple appeared and stated she just wants to talk about a few specifics she heard tonight. And she also wanted to make a request that has been made before of JEDO and that is for them to provide copies of the agenda for the general public. She wanted to comment on something she heard on the audit report that 95% of the revenue for GO Topeka comes from the JEDO grant. She wants to thank Mr. Pivarnik because she doesn't think she has asked him a question that he hasn't answered and that has not been the way it has been in the past. She listens about paying the employees and she truly wishes someone would explain it because she doesn't see how it works. If they have one employee that works for the Chamber, how many hours do they work, or what if they are needed more over at GO Topeka and are they paid on the same scale. She doesn't understand at all how that works. She is very concerned about the large amount of carry-over money that we have. She very much agrees with Councilwoman Hiller. She would like to see some specifics. She listens about the JEDO scholarships and plus or minus we have about 172,000 people in our County, we gave out 50 awards. That's not enough. Let's help these people go to Washburn Tech, we obviously have the money. We are not doing enough. We gave out 18 bus passes, had 10 new venture graduates, it's not enough. On small businesses, we gave grants to 16 businesses and she figured that was \$3,687 per business and that was 5 per month. Can't we do more? 12 are in the pipeline, we still have \$91,000. We need to do more in our community. One thing that really disturbs her in all the time she has been coming to these meetings, but they do not listen, she sees there is nothing happening with Mr. Grays' ideas.

NO FURTHER BUSINESS appearing the meeting was adjourned at 8:29 p.m.