



Velocity Board of Directors

Summary of the September 25, 2017 meeting

Members Present:

Jon Cundiff
Rosalie Newkirk
Chuck Cooper
Rick Viar
Jeff Danley
Chip Moxley
Donnie Rodgers
Steve Marsh

City Staff:

Nick Edwards
Jackie Heanue
Colene Roberts

1. Call to order

Mr. Cooper called the meeting to order at 4:35 p.m.

2. Public Comments

None.

3. Missouri Technology Corporation's (MTC) Missouri Building Entrepreneurial Capacity (MOBEC) matching funds program grant application

Mr. Cooper reported that Trisha Drape got the application ready and it was submitted. The applications are being reviewed this week. The results should be known in three to four weeks. There is a pot of \$3 to 4 million. City funding can be used as the match.

4. VelocityLS City Hall presentation recap

Mr. Viar and Mr. Cooper gave a presentation at a recent City Council meeting. They provided an update on Velocity activity. They had some good comments from Council members. Mr. Viar suggested taking a proposed budget for Velocity to the City Council as soon as possible. Board members discussed the need for a staff person to answer emails and work on events. Any request for funding would be reviewed by the City Council and could be considered "in competition" with all other city services and other funded partners, like LSEDC, the Chamber and LS Downtown; depending on the source: general fund or business and industry fund (hotel/motel tax revenue). Board members discussed the desire to provide a similar update on Velocity activities to the executive boards of LSEDC, the Chamber and LS Downtown. A lunch meeting on Oct. 10 at City Hall was proposed.

5. Website update

Mr. Danley said that he is finishing up the website. He showed the draft site. A box at the bottom of the page will feature an upcoming event and/or speaker. There is space for blog posts under "Recent News & Events." There is also space to show a live Twitter feed and a live feed from Event Brite. The Contact Info section displays City Hall's address. Mr. Marsh will look into setting up a phone number for Velocity. A news release should be prepared for the website's launch.

6. VelocityLS branding update

Mr. Edwards shared the stacked and horizontal versions of the new logo. The previously approved logo did not match the City's brand. A new brand color has been added so that Velocity will have its own color like the other community partners.

7. Approval and adoption of the Velocity brand logo

The Board voted to approve and accept both the stacked and horizontal versions of the new logo. Ms. Heanue will ask to have the text reversed so that it reads "Velocity Lee's Summit" instead of "Lee's Summit Velocity."

8. Igniting Business contractor

Mr. Cooper said that he is meeting with Igniting Business tomorrow to go over the Board's needs.

9. Social media platforms

Mr. Danley said that the LinkedIn account is ready. He is working with Facebook on the name change.

10. LSR7, UCM, VelocityLS meeting – Lee's Summit Entrepreneur Brainstorming meeting @ MIC, Wed 8/30

Mr. Cooper indicated that students are in need of projects (i.e. video production) for real life experience. There was a discussion of how Velocity could help connect students to projects. Use of the website to post project needs was suggested. Allowing time for "reverse pitches" at Velocity events was also discussed. Students may be able to assist Velocity by recording and editing video from events.

11. Approval of May 22, 2017 and July 31, 2017 meeting summaries

The meeting summaries were approved.

12. Amendments to Bylaws

Ms. Heanue provided a draft of the amended bylaws for review. There are changes regarding the name, the Chief Innovation Officer, and representation on the Board of Directors. Board members suggested changing the final sentence in the section on terms to read "off the Board for one year" instead of one term. Ms. Heanue will make the changes and bring a final draft to the next meeting.

13. Articles of Amendment to Change Name

Ms. Heanue provided Articles of Amendment to change the name of Market Center of Ideas to Velocity Lee's Summit, Inc. The Board voted to adopt Resolution No. 17-04: A resolution approving and adopting the Articles of Amendment for Market Center of Ideas, Inc., changing the name of the Corporation to Velocity, Lee's Summit, Inc.

14. Board nominations

Mr. Viar reported that the Nominating Committee is recommending five new Board members: Joe Mullins, Rachel Qualls, Grant Gooding, Julie Hampton, and Tim Denker. Terms should begin Jan. 1 if the appointments are accepted. The Board voted to accept the nominations. Current Board members should also consider their own commitment to another term.

15. GEW Course – “Building Strategic Partnerships, Entrepreneur’s Edition”

Mr. Cooper suggested tabling the item until the next meeting.

16. Events Update

Mr. Cundiff said that there was not a networking event the night of the City Council presentation. There are two speakers lined up for the October panel event. Mr. Cundiff has spoken to Nigel Woodbury about putting event information on the City’s channel. The Events Committee will meet on Thursday. They will be discussing plans for 2018. They are running out of places for the events and will likely have to begin paying for space. Additional committee members will be needed. Board members should consider their own contacts and bring suggestions to the next meeting.

17. Contra Software – 9/16 Bootstrapping your Business recap

Mr. Cundiff reported that there were 80-90 registrations but the turnout was much lower. The survey comments were great. Suggestions included more time for networking and Q&A.

18. GEW Events update

There is an event on Makers Space at Fossil Forge on Nov. 14 and an event on Scaling for Growth at MIC on Nov. 16.

19. Roundtable

None.

20. Adjourn

Mr. Cooper adjourned the meeting at 6:07 p.m.