



Velocity Board of Directors

Summary of the November 27, 2017 Meeting

Members Present:

Jon Cundiff
Chuck Cooper
Rick Viar
Jeff Danley
Rosalie Newkirk
Steve Marsh
Matt Baird
Rick McDowell

City Staff:

Jackie Heanue
Colene Roberts

1. Call to order

Mr. Cooper called the meeting to order at 2:35 p.m.

2. Approval of October 23, 2017 meeting summary

The summary of the October 23, 2017 meeting was approved.

3. Review GEW events

Mr. Cundiff said that there were a few events for GEW. There was a makerspace presentation, a Chamber event with a presentation on Velocity by Mr. Cooper, a presentation to the Chamber Board, and a presentation on scaling for growth at MIC. Scaling for growth had a good crowd and there were collisions happening in the room. Mr. Cooper said that the feedback on events has been good. The panelists were excellent. Some participants mentioned the difficulty of finding information on Velocity. Event invitations have been going to the City's business license list with attendees of previous events continuously added. Mr. Cooper said that the Board should probably discuss ways to improve the reach. Mr. Danley suggested creating a digital newsletter. It would be sharable but coming up with content is a challenge. A newsletter may be forwarded more than invitations. The Facebook page gets about 8 to 10 new follows per week. Some event posts have been boosted but additional funding could be used on boosts. Google targeting could also be used. Post event write-ups could be sent out via press releases. Content could be provided to the City's government channel. Publications like the Chamber's newsletter or Thinking Big could be used more. Mr. Cundiff mentioned the need to identify the "top 100" and get them on the invitation list. Regular pitch events with awards/recognition would help spread the word. There could be different pitch categories to draw specific types of pitches to each event. Judges would be needed.

4. Upcoming events

Mr. Cooper said that a Professional Advisors meeting has been scheduled for Dec. 4 but the date is loose. Entrepreneurs' first calls are typically to a banker, accountant, insurance broker, or attorney. Velocity needs to develop a resource list of professionals willing to provide quick advice. The event is not on Facebook or Event Brite yet and invitations have not been sent. Board members agreed that more notice is needed for the event. Dec. 11 was suggested as the new date. Joe Mullins had offered to host the meeting at MIC. The Pitch Pub Crawl is set for Dec. 14. It is on Facebook and Event Brite. There will be three different preliminary rounds. The event will begin at Bricks, move to Fringe, then Headquarters, and finally Llywelyn's. Downtown gift cards will be awarded to the winners. Mr. Viar suggested used LinkedIn more. Mr. Danley will check to see if LinkedIn can be added to Hootsuite.

5. Nominations Committee

- **New Board Members:** A list of four nominees was approved at the September meeting. Mr. Viar made a motion to nominate those four candidates and DJ Good to the Board of Directors, and ask DJ Good to serve as the Events Committee Chair. Mr. Cundiff seconded. The motion passed. Mr. Viar made a motion to nominate John Lovell and Megan Day to the Events Committee. Mr. Marsh seconded. The motion passed.
- **Executive Board Nominations:** Upon motion by Chuck Cooper and second by Matt Baird the following individuals were nominated to the following positions for the 2018 year for presentation and final vote at the December 2018 meeting by unanimous vote:
 - **Chairman of the Board/President:** Jon Cundiff
 - **Vice President:** Chip Moxley
 - **Treasurer:** Rosalie Newkirk
 - **Secretary:** Rick Viar

6. Update on funding status

Mr. Cooper said that the presentation to the Finance and Budget Committee on Nov. 6 went well. There was a lot of discussion. The Committee voted to move the request forward to the City Council with no recommendation. The presentation to the City Council should be on the Jan. 18 meeting agenda. Mr. Cooper gave a brief recap of the Nov. 6 presentation, including the 3-year budget with a total request of \$225,000. In response to questions during the presentation, he pointed out that Digital Sandbox could be funded independently of Velocity. It could stand on its own. Velocity will rely on grants and other funding sources to scale up. Velocity could also share administrative support with LSEDC. LSEDC could provide the support and bill Velocity. LSEDC has some concerns about Velocity potentially cutting into their funding by requesting funds from the bed tax revenue. Velocity will present to the LSEDC Advisory Board meeting on Jan. 10.

7. Roundtable/Other Business

- **By-Law Amendment:** Upon motion by Rick Viar, second by Jon Cundiff, those present and voting unanimously voted to amend the By-Laws of Velocity LS to create an "Executive Track" for those individuals who are appointed to serve as Officers on the Board and to further provide that those individuals on the Executive Track are exempt from the term limitations outlined in the By-Laws until such time as his or her service as an Officer on the Executive Track is completed.

8. **Date for next meeting:** A Doodle poll will be completed by City staff to determine a future meeting date.
9. **Adjourn.** Meeting adjourned at 4:08 pm.