



Velocity Board of Directors

Summary of the April 30, 2018 meeting

Members Present:

Jon Cundiff
Chuck Cooper
Rick Viar
Steve Marsh
Chip Moxley
Rick McDowell
Joe Mullins
Matt Baird
Tim Denker
DJ Good
Jeff Danley
Rosalie Newkirk

City Staff:

Nick Edwards
Jackie Heanue
Colene Roberts

1. Call to order

Mr. Cundiff called the meeting to order at 2:34 p.m.

2. Roll call

Ms. Newkirk read the roll.

3. Approval of March 26, 2018 meeting summary

The summary of the March 26, 2018 meeting was approved.

4. Public Comments

None.

5. Committee reports

Mr. Good reported that the event at Aircraft Electronics Association had lower attendance than expected but there were area traffic problems and some competing events that day. The topic was "Know Your Numbers," focusing on the financial aspects of start-ups. There were two very good presentations: Thirsty Coconut and Webb Technology Group. Mr. Cundiff said that there is a networking event at Libations coming up in May and a panel event focusing on women entrepreneurs in June. A Pitch Pub Crawl is being planned for July. Marketing is the topic for August. September's event will be networking and another Pitch Pub Crawl is being discussed for December. Mr. Cundiff reminded Board members to share event information online and attend, if possible. There was some discussion of getting the events on more online calendars. The Velocity

website should also have the events of partners like the Chamber and EDC, on its calendar. Another suggestion for the website was to highlight the success of start-ups that were pitched at past Velocity events and are now operating in Lee's Summit.

Mr. Mullins said that he recently met with Mr. Cundiff and Mr. Denker to discuss plans for a mentorship program. The Committee would like Board members to be mentors. They propose starting with some train-the-trainers opportunities, adding pictures and bios to the website, and building a contact database. The program would be similar to Boost. July was suggested for the roll out. Mr. Cundiff added that the Board would need the months leading up to July in order to get the word out. He also mentioned integrating with Fast Track. Mr. Denker stated that Fast Track courses and workshops can be used right away but the first session is planned for September 22, called Listening to Your Business. It is a four-hour program. Mr. Cundiff said that One Million Cups will be simulcast in Lee's Summit on July 25. He hopes that the simulcasts can be continued every other month.

6. UCM Presentation

Mr. Cooper brought back the video presentation prepared as part of the final project of an undergraduate class at UCM. In the video presentation, the team of students offered suggestions surrounding Velocity's website, social media, and events. They suggested adding more content to the website, and specifically a "who we are" video. They proposed putting event information on the homepage and providing "features" or "spotlights" on involved companies. Students felt that Velocity needs more Facebook posts, one or two per day. They also suggested using Facebook Live and ads. Finally, they suggested gathering more data on event attendees. They suggested a short survey at events. Board members discussed featuring an Entrepreneur of the Month on the website and social media. Ideas for creating a short survey at the events and also providing a longer survey online were shared. Mr. Cundiff suggested looking into creating a Facebook group. Mentors could be available in the group and there could be a rotation of topics, possibly monthly themes. A resource page with some basics for the start-up community was proposed for the website to add content.

7. CEDC Presentation

Mr. Cundiff shared a draft presentation. The presentation ties Velocity's purpose to the economic development mission statement of the City. It gives an overview of the needs and challenges for start-ups in Lee's Summit. There are statistics on job creation by new and young firms, and the participation rates for community led organizations. The presenter will highlight the focus of each group, Downtown LS, LSEDC, LS Chamber, and Velocity, to emphasize the unique need that Velocity fills. Ms. Newkirk suggested a reminder that the City Council created Velocity to specifically fill that need. Board members suggested some edits to reduce text on the slides, rely more on graphics, and include some faces. A second piece of the presentation will cover Velocity's budget.

8. By-Law Amendments - None

9. Roundtable - None

10. Adjourn

Mr. Cundiff adjourned the meeting at 4:00 p.m.