



## Velocity Board of Directors

Summary of the October 1, 2018 meeting

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### **Members Present:**

Jon Cundiff  
Chuck Cooper  
Joe Mullins  
Tim Denker  
DJ Good  
Rick McDowell  
Julia Hampton  
Rick Viar

### **Members Absent:**

Donnie Rodgers  
Jeff Danley  
Rosalie Newkirk  
Matt Baird  
Grant Gooding  
Steve Marsh  
Chip Moxley

### **City Staff:**

Nick Edwards  
Colene Roberts

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### **1. Call to order**

Mr. Cundiff called the meeting to order at 2:44 p.m.

### **2. Roll call**

Mr. Cundiff read the roll.

### **3. Public Comments**

None.

### **4. Approval of August 27, 2018 meeting summary**

Mr. Cooper suggested a change to the summary to reflect that while a match will be needed for Digital Sandbox, it doesn't necessarily have to come from Velocity. He also reiterated that the match does not have to be dollar for dollar. The summary of the August 27, 2018 meeting was approved with the suggested change.

### **5. Financial Report**

Mr. Cundiff received some financial information from Ms. Newkirk. Velocity has a current balance of \$84,111. Year to date expenses are \$9,895.

### **6. Community Partners Summit Update**

Mr. Cundiff reported that EDC, the Chamber, Velocity, and Downtown LS held a half-day meeting at Tingle recently. There were presentations by each of the groups. The Mayor and the City Manager also spoke. The objective of the summit was to increase understanding of each organization, prevent duplication of efforts, and foster each organization's strengths. Breakout groups focused their discussions on different topics. Mr. Cundiff said that overall, the

organizations share a lot of information already and there is very little overlap. The idea of a symposium for all four groups together was discussed. Mr. Cooper stated that the marketing group would like to start refining the message and building the Yours Truly brand. Velocity's mentorship plans were discussed in one of the breakout groups. Mr. McDowell said that there are plans to revive the Angel group.

## **7. Mentorship/Workshop Update**

Mr. Cundiff said that Listening to Your Business is coming up this week. It is a 3-1/2 hour workshop for businesses trying to move from the early stages to the next level. Mr. Mullins and Michelle Markey will facilitate. Participants will be connected with mentors at the end. Seven mentors are lined up but a few more are needed. The mentors will primarily serve as coaches, doing follow-ups. The fee for the program is \$150. Mr. Denker provided 3 \$50 scholarships and so did Weed Man. There are 7 participants signed up. Participants will come out with an assessment. Mentors will also get a copy of their assessment to help in following up. Bob Gorley had been interested in mentoring and should be contacted.

## **8. Sponsorship Update**

Mr. Cooper provided the latest revision of "2019 Support Opportunities." A few points on supporter recognition have been added. Mr. Cooper will add Grant Gooding's piece from the Gigabit Launch as a back side for the printed version. A digital copy will be shared via email. Mr. Denker made a motion to adopt the 2019 Support Opportunities. Mr. McDowell seconded. The motion passed by voice vote.

## **9. Events Report**

Mr. Good said that "Capital: Hidden Secrets" is coming up on Oct. 18 at Bridge Space. There will be a panel and two presenters. The networking event in September featured Pancake Pancake and Open Cities. The Pitch Pub Crawl will be on Dec. 20. The Events Committee will begin working on next year's agenda at their meeting this week. They will discuss moving the social/networking events to a vendor roundtable. They are also looking for topic suggestions for panels. Ideas should be emailed to Mr. Good. Mr. Cundiff summarized the events planned for GEW: Jeff Danley's Innovation Workshop, makerspace event at Fossil Forge, a solopreneur discussion with Stephanie Zamora-Schilling, the presentation at the Chamber event, and Ben Rao's panel on turning a social or environmental passion into a business. He will share the details via email. Mr. Good mentioned that there were 300-400 people in the back parking lot of Bridge Space for Water 4 Wings. Ben Rao is going to pick up the Chili Fest event dropped by the Rotary. It should be on for next September.

## **10. Bridge Space Update**

Mr. Cundiff has received a proposal from Bridge Space to provide full facility access to Velocity for 2 years for \$8,000. No staff support is included. Mr. Viar made a motion to approve the expenditure of \$8,000 over 2 years for facility use, subject to terms to be provided by Bridge Space. Mr. McDowell seconded. The motion passed by voice vote. Mr. Cundiff said that there is a separate proposal for administrative support from Bridge Space. It will include some video and photo editing, nametags, food and beverage, event set-up, and list building and scrubbing for marketing. Velocity needs a method of tabulating interactions; tracking the number of calls coming in or the number of contacts made. Velocity may need to get a dedicated phone number.

### **11. Roundtable**

Mr. Cundiff suggested beginning a conversation about nominations and governance structure at the next meeting. EDC has 60 members on their Advisory Council. Velocity could switch to a working committee and executive committee structure. Currently, the Velocity Board must have no fewer than 9 and no more than 15 members. There is also a leadership track to promote continuity.

### **12. Adjourn**

Mr. Cundiff adjourned the meeting at \*\*\*\*\* p.m.