



Velocity Board of Directors

Summary of the July 29, 2019 meeting

Members Present:

Jon Cundiff
Joe Mullins
Tim Denker
Will Coates
Chip Moxley
Rick Viar
Julia Hampton
DJ Good
Ashley Smithson

Members Absent:

Rachel Qualls
Chuck Cooper

City Staff:

Mark Dunning
Colene Roberts

1. Call to order

Mr. Cundiff called the meeting to order at 2:38 p.m.

2. Roll call

Mr. Cundiff read the roll.

3. Public Comments

None.

4. Approval of June 24, 2019 meeting summary

Mr. Denker made a motion to approve the meeting summary for June 24, 2019. Mr. Mullins seconded. The motion passed.

5. Finance Report

Ms. Hampton reported checks have been written to the three Pitch Pub Crawl winners. W-9 forms were received from each of them. The winners will also receive scholarships for the Listening to Your Business workshop. These means four seats will be comped.

6. Events

Ms. Smithson said Listening to Your Business and C-Level Secrets are both on Eventbrite but nothing has sold yet. The first session of Listening to Your Business is on Sept. 26 and the second session is in October. A video promo has been recorded. Mr. Good said that C-Level Secrets needs more promotion. There are four speakers with great resumes, including the former COO of DST.

Mr. Good reported Kauffman has committed to sponsoring the next two Pitch Pub Crawls (December 2019 and July 2020) with a total of \$5,000. There are no strict reporting requirements for this but they will need an update on how the money is spent. He emphasized the importance of creating a working relationship with Kauffman.

The Pitch Pub Crawl earlier this month was excellent. There were over 100 people in attendance by the end of the event. It was a close competition. Mr. Cundiff mentioned the importance of keeping all presenters engaged. Feedback from the event stated that the second stop felt a little rushed. Velocity may need to provide finger foods at the second stop instead of only the final stop. Space for growth of the event may be an issue. Board members discussed adding a small fee for the event. Attendees could receive drink tickets or a punch card and be entered in a prize drawing in exchange for their entry fee. A larger fee could turn the event into a fundraiser in the future but larger venues would be needed. A better public address system may be needed. People had trouble hearing the presenters at a couple of locations. A quieter location could also solve the problem. There were about 20 applicants for this event. There are four presenters already slated for the December event. The format could be changed slightly to allow one presenter to return at the end as a “wild card” or “crowd favorite.” Adding more time for Q & A at the end is another possible change. The time could be made up by eliminating the summary pitch.

The next event is August’s networking event at Llywelyn’s. Planning needs to begin for GEW coming up in November. C-Level Secrets will be moved up to 4:30 p.m. to avoid conflicting with Piccadilly that starts at 6:00 p.m. Mr. Cundiff spoke to Ben Rao about Chilifest on Oct. 5. Mr. Rao is interested in inviting high school teams to Chilifest for an entrepreneurial contest. Velocity has been asked to come up with the competition and prize. Board members discussed the tight turn around for the high schools and the lack of synergy between chili and high school pitches.

7. Mentorship/Workshop

Mr. Cundiff stated a meeting is set for this week to match up mentors and mentees. It is a one-year commitment for participants. The promotional video that has been shot will be available for the networking event at Llywelyn’s and the City Council presentation.

8. Community Partners Update

Mr. Cundiff said all of the community partners are meeting monthly with the City to collaborate. Mr. Dunning stated the four organizations have been working on a shared calendar of events and combined promotion. Representatives from the other three community partners are on Velocity’s Advisory Council. The Council is set to meet quarterly. There are currently 11 members. Mr. Dunning asked if there are any publications that the City should include in community marketing.

9. Nominations

Nominations come up in December. The Nominating Committee will begin work in November. Board members discussed opening up nominations to the public. An application could be placed online that allows volunteers to designate how they would like to serve: Board, Advisory Council, committee, or mentor. Mr. Viar suggested circling back to some of the people who served on the Task Force that preceded Velocity. Ms. Smithson suggested adding a Board member who has a start-up.

10. City Council Work Session Update

The Velocity presentation to the City Council is scheduled for Aug. 13 at 6:00 p.m. The presentation will need to be submitted a week in advance. Mr. Cundiff said the report will begin with a quick backstory and cover events, mentorship, the SWOT analysis, and future plans. The funding strategy will be included. Mr. Cundiff has been working with Senator Blunt's office on Velocity's 501(c)(3) status.

11. Up Coming Advisory Council meeting

The date of the Advisory Council meeting will be shared via email.

12. Roundtable

Mr. Coates asked about the survey results. The survey is only five questions, including items such as jobs added during the past year and revenue status. Ms. Smithson said there have been 42 responses so far.

Mr. Denker suggested trademarking Pitch Pub Crawl.

Mr. Moxley suggested Velocity may need more staff hours soon.

Mr. Coates said the sign created by Fossil Forge is up at Bridge Space and looks great.

Ms. Hampton said she saw lots of new faces at the Pitch Pub Crawl and it was a great event.

Mr. Good reported Hidden Street Marketing has offered a free analysis.

Ms. Smithson suggested putting the survey out on Facebook and offering the chance to win a prize pack, in order to get more participation.

Mr. Viar stated the IDA Board met last week and forgot to invite Velocity to report on grant outcomes so they will do so for their next meeting. Another grant round is coming up soon. He also suggested Velocity could host an annual signature event for fundraising similar to other community partners. A speaker could be brought in and the event could celebrate entrepreneurs.

Mr. Cundiff said capturing alumni contact information and keeping them engaged is very important.

Mr. Dunning offered his congratulations to Mr. Moxley on his Civic Leadership Award. He also provided information on the no-tax-increase bond issue coming up on next Tuesday's ballot.

13. Adjourn

The meeting adjourned at 4:01 p.m.