MEETING MINUTES
BUSINESS ATTRACTION & RETENTION COMMITTEE

DATE: Tuesday, March 21, 2017
CALLED BY: Co Chairs Brian Andersen and Brian Montes
LOCATION: Greater Irvine Chamber of Commerce
36 Executive Park, Ste. 100
Irvine, CA 92614

I. OPENING
• Meeting called to Order at 4:05 p.m., by Co-chair, Brian Andersen.

II. SELF-INTRODUCTIONS
Brian Andersen, Brian Montes, Bill Cunningham, Joe Alvarez, Lynn Chang-Ly, Paul Lee, John Burns, Linda DiMario, Brenda Callen, Pepper Russell.

III. COMMITTEE MISSION STATEMENT & STRATEGIC PLAN
Brian Andersen reviews the Mission Statement which outlines the work to be done by the Committee Task Forces in order to complete the identified goals.

IV. NEW BUSINESS
• “Silicon Coast” – Linda DiMario provides information.
Linda was contacted by a company that produces magazines specific to the City they are servicing. They provided her with a publication they were developing to focus on Irvine, and had named it “Silicon Coast.” Linda was able to persuade the publishing house that Irvine has the ability to stand on its own without reference to Northern California, and does not want the perception of a “2nd place.”

Our large Lifesciences and technology sectors, the superior educational institutions and the international community contained within the City make Irvine unique and deserving of a name that will equal our standing in Orange County. With Bill Carpou of OCTANe and __________ (there was another name, I did not catch it) the name “Innovation O.C. Lifestyle” was agreed upon.

V. TASK FORCE REPORTS
• Business Outreach – Update provided by Brian Andersen and Brenda Callen.
Planning continues for this year’s Spring session. We are currently recruiting volunteers who will perform the actual business visits and gathering the collateral materials necessary to conduct the Rally. Online registration is open and marketing pieces are in place and ready to run in the Weekly Connection, through member wide eblasts and emails. The next meeting will be April 18th at 3:00 p.m. We will be loading the bags for the volunteers at that time.

• Emergency Business Recovery & Preparedness Program – Bill Cunningham provided an update. This Task Force has resumed work on plans to include the new City Council and others in a brainstorming session on how to approach businesses with this program. Bill is currently developing a white paper on the subject.
Large Company Outreach – Brian Andersen provided an update. The goal of this Task Force is to identify and address the needs of larger companies in our area. Headed by Christina Cala, the first task of the group was to review a list of 240 companies in the Lifescience, IT, digital arts and media industries. Contact information will now be gathered for C-level employees of those companies, and a strategy will be developed to perform outreach to them. A list of 4 to 6 questions to ask those companies will be developed for that outreach effort. In addition, the Mission Statement is being reviewed and possible revised.

Start-Up Eco-System – Brian Montes provided updates. Currently working with Amazon Web Services (AWS) to host a co-branded event. Linda DiMario and Brian Montes will meet to develop strategy for “pop-up loft” campaign to help start-ups along. They will be able to use these pop-ups to utilize services and find resources that will assist their growth. Brian has scheduled a meeting with Amazon later this month and report his findings at the April meeting.

Linda DiMario added information on two (2) more Venture Capital (VC) investor forums to be held in June and October, 2017. The companies eligible for this event will be at Stage 3 funding level. UCI and OCTANe will begin tracking these candidate companies to monitor the results of the granted funding.

VI. CHAIRS’ COMMENTS AND DISCUSSION – None.

VI. ANNOUNCEMENTS
- March 23 – Webinar -- Small Business Resources with the SBA -- @ 12:05 PM
- March 28 – International Development Committee Meeting -- @ 12:00 PM at the Chamber offices
- March 30 – Webinar – How to Hire Employees with High Emotional Intelligence -- @ 12:05 PM
- April 6 – New Member Reception & Evening Business Exchange – Double Tree Irvine Spectrum @ 4:00 PM
- April 18 – Business Attraction & Retention Meeting -- @ 4:00 PM at the Chamber offices
- April 19 – Economic & Workforce Development Meeting -- @ 4:00 PM at the Chamber offices
- April 22 – Career Edge – Business Etiquette and Effective Workplace Behaviors – 8:30 a.m. – 1:00 p.m.
- April 25 – International Development Committee Meeting -- @ 12:00 PM at the Chamber offices
- April 26 – Business Outreach Rally – 8:00 a.m. to 4:00 p.m.

VII. ADJOURNMENT
The meeting was adjourned at 5:04 p.m., by Co-Chair Brian Andersen.

Minutes recorded by Pepper Russell.