MEETING MINUTES
BUSINESS ATTRACTION & RETENTION COMMITTEE

DATE: Tuesday, July 19, 2016
CALLED BY: David White & Brian Andersen
LOCATION: Irvine Chamber of Commerce
36 Executive Park, Ste. 100
Irvine, CA 92614

I. OPENING
• Meeting called to Order at 4:08 p.m., by Co-chair, David White.

II. SELF-INTRODUCTIONS
Brian Andersen, Gary Abraham, Christina Cala, Chuck McCollough, Bill Cunningham, David Girty, Linda DiMario, Matthew Ehorn, David Kozawa, Myrlene Chapman, Duong Hung, Jolynn Atkins, David White, Pepper Russell.

III. COMMITTEE MISSION STATEMENT & STRATEGIC PLAN
David White 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
• Realignment of Business Attraction & Retention Task Forces
  David White speaks briefly regarding the need to consolidate and streamline the current Task Forces.

V. TASK FORCE REPORTS
• Business Outreach – Updates provided by Christina Cala and Chuck McCollough.
  Christina and Chuck have agreed to Co-chair this Task Force again this year. The Fall Business Outreach Rally will be held in late October, the date has yet to be confirmed. The first meeting of the Task Force has not been confirmed, a notice will be going out to all past volunteers when that meeting is set.

  Brian Andersen raised a question as to what was successful in the past Rallies, and what weaknesses were observed. Chuck responded that the ability to capture the information by new technology implemented through an application developed and made available for use on cell phones and tablets was the largest contribution to the overall success of the last two events. This technology allowed real time uploads of the survey answers while the volunteers were out in the field.

  Chuck commented that our goal for the last several Rallies has been 100 volunteers. We have consistently seen volunteer sign ups of approximately 50, and would like to increase that number for the upcoming event. To that end, a special effort will be made to have past volunteers make phone calls to new members to provide testimonies and to promote and encourage participation in the Fall outreach. Chuck also mentioned that we need to remind the volunteers that this is an excellent opportunity for them to broaden their networking experiences. Although direct selling to the businesses we are visiting is not allowed, volunteers are welcome to follow up with those businesses after the fact to continue to build a business relationship from the original visit.
One of the challenges for this event will be designating the locations to be visited. Most of the major areas in the Irvine area have already been visited, we will need to examine if there are any new areas left to reach out to or decide which areas should be revisited. David Girty volunteered to assist in pinpointing locations.

Jason Wilson will be contacted again to provide the food for the event. Volunteers were very happy with the selections Boudin’s provided.

- **Emergency Business Recovery & Preparedness Program** – Bill Cunningham provided updates. Bill reported that the recent review of the Irvine SWOT revealed an issue with complacency. This would support the need for this Task Force to be proactive in addressing the emergency preparedness issue within the Irvine community. The Task Force will be reaching out to First Responders (fire, police, etc.) to ask for their input on how to move forward. The OC Information Analysis Center, BOMA and NEHA (sp?) will also be invited to become active in this work.

The next meeting will be August 16, 2016, at 3:00 p.m.

- **Start-Up Eco-System** – Linda DiMario provided updates. This is the third stage of this Task Force. The first stage identified landscape assets such as hubs, incubators and accelerators in the area. The second stage focused on developing a Start-Up microsite as a place to gather and share various resources. This third stage addresses infrastructure issues as identified by the Irvine SWOT. A white paper is being developed now.

A Venture Capital Investor Forum will be held at the Cove on September 20th. Our partners will include EvoNexus Startup Incubator, Eureka HUB, OCTANe and others. Attendees will be invited from the local area, Northern California and Washington state. The morning session allows each of the partner organizations a 15-minute pitch to the audience. The afternoon session offers those businesses ready to move forward a 15-minute pitch slot to the partners.

Venture Capital funding is available for those companies in the 2nd stage (product development) and is not available for equity or family funding.

VI. **CHAIRS’ COMMENTS AND DISCUSSION**

David White commented that he would like to attend each of the Task Force’s meetings as he is able. He requests that Task Force leaders include him in their notifications of meetings.

Brian Andersen reported that SpaceX has purchased a building in Irvine and is currently hiring for that location.

Linda DiMario commented that a Welcome Reception will be held on August 25th for businesses new to Irvine. We will identify those companies with new Irvine Business Licenses within the past 90 days and invite them to join us. Qualifying companies will have at least 5 employees and produce a product or offer a service in Irvine. This event will be held at FLOE Lounge inside the Irvine Marriott. Invitees include the Chamber’s Leader’s Circle, Executive Committee, CEO and staff, and BAR Co-chairs. There will be four events per year, including the 2017 Celebrate Irvine event in June. We are looking for sponsors and hoping to make this a signature event for the Chamber.
Linda DiMario briefly updates the group on the results of the SWOT presented at the July 12th EVC meeting. There were no additional comments from the audience. Linda stated that our intern is currently researching targeted industry and association websites and extracting major issues for each entity. We will work with these lists to assess how to address their known issues.

Brian Andersen stated that following the 30, 60 90-day format of the Task Forces, the Committee’s focus should be one of three concepts at each meeting:
1) Bringing thoughts on new ideas from the last meeting, or
2) Elevating those issues to the next level, or
3) Resolving the issue and completing the task.

VI. ANNOUNCEMENTS
Myrlene Chapman reported that the local meeting of the California Women’s Conference is held on the 3rd Thursday of each month at UCI. The Annual California Women’s Conference will be held in Long Beach on December 7th and 8th.

Bill Cunningham reports that in June, the Orange County Rescue Mission (OCRM) opened the Veterans Outpost. It is a 32-bed facility broken into eight beautiful apartments in Tustin and is intended to directly address the local homeless and low income veteran community. Bill is the Veterans Outreach Volunteer for the OCRM and uses his business emergency planning speaking opportunities to make community groups aware of this completely private funded organization. Please contact Bill with any interest and/or information requests.

- July 20 – Economic & Workforce Development Meeting @ Chamber Offices 4:00 p.m.
- July 26 – International Development Committee Meeting @ Chamber Offices 12:00 Noon
- July 28th -- IBB Webinar – How to Attract, Reward, and Retain the Best Possible Employees for Your Company @ 12:05 p.m.

VII. ADJOURNMENT
The meeting was adjourned at 5:02 p.m., by Co-Chair David White.

Minutes recorded by Pepper Russell.

Next Meeting:
August 16, 2016
4:00pm – 5:00pm
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