I. OPENING
- Meeting called to Order at 4:02 p.m., by Chair, David White.

II. SELF-INTRODUCTIONS
David White, Cristina Cala, David Girty, Greg Ertel, Bill Cunningham, Dave Lee, Gwen Ng, Quyen Tu, Linda DiMario, Pepper Russell.

III. COMMITTEE MISSION STATEMENT & STRATEGIC PLAN
Chair David White reviews the Mission Statement and the EVC Strategic Plan map which outlines the work to be done by the Committee Task Forces in order to complete the identified goals.

IV. TASK FORCE UPDATES
- **Business Preparedness & Recovery (BERT):** Bill Cunningham presented update. Bill explained that the company is a non-profit entity, and has been a Chamber member for five months. The program trains businesses and families to become first responders in the case of an emergency. Based on the CERT program, it is offered as a 6 hour, on-line course. Any person who completes the training can then have their family members also complete the training for free. The program is offered in Spanish and English.

  In addition to raising awareness this program will be an added enhancement for Chamber members. The program will be introduced at the Economic Vitality Committee meeting on January 12, 2016, followed by a workshop for all members on February 2, 2016. Waste Management, who has already led their entire employee force through the BERT training program, will be on hand to talk about their experience.

  Dave Lee commented that the idea of “helping to keep Irvine one of the safest places to do business“ would resonate well in marketing the program.

- **Business Bootcamp:** Linda DiMario presented updates. The event is planned for Fall, 2016. Linda and Jessica Welch met and discussed expanding the program to include three (3) workshop tracks: Sales, Management/Operations, and Finance/Legal. Each track will feature a team of 2 to 3 people to cover the subject matter.

  The morning will begin with registration and networking, a keynote speaker, and then the three tracks will run concurrently, between 9:00 a.m. and Noon.
This expansion in topics to be covered will open the event up to people other than those in the sales industry, and provide additional opportunities for interest in, and possible membership to the Chamber.

The Irvine Marriott has notified us that they have available space to host our event on October 20th and 27th. The Task Force will discuss this at their next meeting, January 6, 2016.

- **Business Outreach Task Force:** Christina Cala presented updates. Suggestions and recommendations were proposed to streamline and refine the event for the Spring 2016 session. Among them were:
  1. including more frequent communications with the volunteers after their initial sign up;
  2. forwarding the training materials to volunteers by email before the day of the event;
  3. advance notice to the businesses in the targeted area by email and post card of our Rally;
  4. adding the volunteer team’s business and contact information to the thank you letter received by the participating business after completing the survey;
  5. featuring all volunteers by name and company on the BOR story on the Chamber website and have their name, company and logo featured in the Partners section of the new Economic Development website for 30 days.
  6. preparing a document with the final data and returning this to the volunteers so they can perform further follow up with the businesses after the event.

We continue to search for the best resources available for verifying companies and addresses. The following new sources were offered during the meeting: “Discoverorg” ([https://discoveryorg.com](https://discoveryorg.com)) and “Insight Prospect” ([www.informativeresearch.com](http://www.informativeresearch.com)). If you have any other resources, please forward them.

- **Business Builders Task Force:** Linda DiMario presented updates. The purpose of the Task Force is to provide new chamber members and the business community productive and effective sales tactics as the first and best strategy for improving their sales and building their capacity to make and keep customers.

The group has met twice so far, and the following primary strategies were developed:

1. Three (3) one hour workshops for all members has been calendared, to be conducted by Chamber staff and private sector member partners with sales experience. The series will be marketed in the Chamber weekly newsletter. At the completion of the series, a special Certification may be awarded from the Chamber. The sequence of the three workshops will be repeated three (3) times per calendar year.

Topics for the series:

- **Networking 101** – introductions, “elevator speeches,” how to effectively make connections, work a room, expand contacts, uncover customer needs and share your product or service with potential customers.
Sales 101 -- the fundamentals of need satisfaction and non-manipulative selling, introductions, open and closed questions, presentation techniques, handling objections and closing; building and sustaining a sales pipeline, using technology and resources effectively, tracing accounts, CRM tools and pyramid ing accounts.

Identifying and Building Partnerships & Business Alliances - the value of connecting with companies and organizations that can help you connect with customers, how to identify the most productive partnerships, how to outreach and build alliances, how to sustain and cultivate alliances.

2. Tips & Tools – Kim Sherman and Linda DiMario have assembled a catalog of quick-read sales tips and tools to be featured in the Chamber weekly newsletter and curated and posted on the Chamber website. This will go live on January 4, 2016.

3. Exploration of Infusion Soft or similar CRM software as a means to directly connect Chamber members and customers with other members and businesses looking for these products and services continues. These self-directed tools will be marketed as a Chamber benefit and underwritten by the Chamber’s ED department as a value-add for the business community.

• Commercial Real Estate Task Force: David Girty presented an update. David reports that he and Gary have launched a new business enterprise together – Aspect Real Estate, and that they expect to complete the work on the content for the ED website by early January. They are still seeking a sponsored real estate listing software support for the Real Estate pages.

• John Colvin Scholarship Task Force: No update.

V. CHAIRS’ COMMENTS

• EVC Quarterly Meeting Format: Linda DiMario proposed new format. After a brief retrospective and consolidated Task Force summary, our new format features small, working groups of EVC participants discussing specific business challenges and opportunities in a 30 to 45 minute session, then sharing their findings and recommendations with the whole group and determining a course of action.

• Re-boot/Re-focus Start Up Next Steps: Linda DiMario reported. An email was sent to all of the Start up Task Force members and community partners to focus our efforts on launching the microsite online. The email asked for information on how they would prefer their information be displayed. We await responses. The site will be launched on January 18, 2016; however, we have advised the email recipients that we will update the site whenever the information is received.

• Business Attraction Strategies: Linda DiMario requests that everyone at this meeting attend the next meeting on January 19 and bring a guest with them. Linda further stated that Mayor Choi is starting a Tech Advisory Council and she has been asked to sit on that Council. Her recommendation is that we begin with a “backyard” strategy to explore the Los Angeles area to find businesses that may have outgrown their current environment and are looking for new locations. She stated that we need to identify people who would be willing to start or build businesses in Irvine.
Chair David White thanks everyone for their continued interest and support in our work, and wishes everyone a Merry Christmas.

VI. **OPEN DISCUSSION**
None.

VII. **ANNOUNCEMENTS**
- Dec 17 – *Authentic & Simple Social Media Execution for Small Business Owners* Webinar @ 12:05 p.m.
- Dec 24, 2015 – Jan 3, 2016 Chamber offices will be closed
- Jan 12 – EVC Quarterly Meeting 4:00 p.m. @ Chamber
- Jan 22 – Business Outlook 2016 @ Irvine Marriott, 7:30 a.m. – 9:30 a.m.

VIII. **ADJOURNMENT**
- 5:00 p.m., meeting adjourned.

Minutes recorded by Pepper Russell

**Next Meeting:**
January 19, 2016
4:00pm – 5:00pm
*Irvine Chamber of Commerce*
2485 McCabe Way, Ste. 150 Irvine, CA 92614