

In attendance: Kim Palomarez, Sara Freetly-Grubb, John Engelmann, Marie O'Quinn, Stephanie Neppl, Alicia Stephens, Jessica Hamilton

**BRE Events:**

Jessica reported that business/member visits have been going well. She informed the committee visits will start to slow down to due annual luncheon planning. She also reported that the CEO luncheon had a great turn out and that Mosaic sponsored the event. The next one will be scheduled early spring. Jessica and Alicia let the committee know they have continued to have transportation discussions with KCATA about solutions for workforce ridership. They mentioned that the KCATA believes there is room to add a stop on the Westside of 29 but more research will be needed for the eastside of 29. KCATA reps will attend the next Workforce Solutions roundtable to continue the discussion on solutions for the Platte County lack of transportation access.

**Business Excellence Luncheon:**

Jessica reported that reservations are coming in and numbers are looking good. There are several table sponsors and all sponsorship opportunities have been spoken for. The committee discussed if there were any changes they would like to see in the program order. The committee reported that they thought the program its self was fine, but the printed program could be revised. The committee suggested removing all past Biz Ex award winners and community development award winners and placing them on a sign at the event. .

**Constant Contact Report:**

Jessica reported that there were no significant changes in the Constant Contact report. The open rate is till trending at the normal rate.

**Marketing & Professional Development trips:**

Alicia reported that Jessica and Stephanie both attend MEDC conference and Stephanie will be joining CREW KC.

**Marketing/Analytics Report**

Stephanie presented the past month's Google Analytic and Twitter analytical information. Twitter continues to gain around a follow a day, and Stephanie noted overall engagement was low in the past month due to a relatively slow period at PCEDC. We don't wish to tweet unless we have proper information to share. Although engagement was down, the number of tweets increased as did the number of profile visits, which was encouraging.

On the website front, Stephanie noted a significant amount of website traffic for October was sourced by our Twitter account. She also noted that website visitors using tablets and phones dropped significantly (43% and 63% respectively) while desktop sessions only dropped 17%. Planning for the PCEDC website redevelopment continues, and anyone with suggestions for the new website is encouraged to let Stephanie know.

In attendance: Alicia Stephens, Stephanie Neppl, Mike Kearns, Joe McBride, John Engelmann, Jackie Carlson, Jeff Elsea

Alicia started the meeting by giving an update on BRE/Member Visits in Jessica's absence. She said Jessica was scheduling many visits that served as both member and BRE meetings. Jessica attended the Synchronist User's Forum this week and came back with many ideas to grow PCEDC's Business Retention program, including branding and upping the BRE presence on the PCEDC website.

The CEO Luncheon is November 11, and Jackie asked how PCEDC did follow-up with attendees after the last one. She suggested a survey of some kind to gauge how valuable people found the luncheon. Mike suggested a simple one-question survey asking attendees if they would recommend the event to others and if not, why?

Alicia provided a report on Constant Contact and reported a consistent open rate around 35%. Jackie Carlson pointed out that many people read their emails on the preview feature and those views don't register as 'open' so perhaps our open rate is a bit higher than we think.

Alicia reminded the group that the Business Excellence Luncheon would be held on December 11<sup>th</sup> and that the sponsor letter would be going out soon.

Stephanie gave an update on website and Twitter statistics. We will now use a new website for running our Google Analytics called 'Whatagraph' recommended by Mike Kearns. The group discussed the high number of new visitors who find the website through Google, reviewed the browsers used as well as mobile vs tablet vs desktop. Stephanie noted that the social media traffic to the site increased 16.7% in September which was promising given we only use Twitter. Twitter numbers remained similar with an average of 1 new follower per day. Stephanie said she wants to tweet more content with links that we can track engagement so she'll start working on scheduling on tweets sending to web content, news stories and more to see what type of content drives engagement.

A longer discussion was held about a plan of action for the PCEDC website. Alicia said now is the time to start thinking about plans - whether to enhance the current site or start new and the costs for both. She mentioned the current difficulty with Rolet and not fully owning our site. Alicia asked the group for feedback – discussion circled around what the biggest goal is for a new site. Mike said a more robust site with more capabilities, responsiveness and ease is ideal as well as something more secure. Stephanie said she wanted something more dynamic visually – Alicia noted our site is very text heavy. John said Parkville is working with New Age (Keith) and the cost of the new site was around 9K.

Alicia and Stephanie will research options and work through costs for either a new site or phasing in significant changes. Mike said she had a few ideas for other web companies to work with and would send to Stephanie. The group was urged to provide feedback at any time.

Alicia noted that Jessica now has a conflict with the Marketing/BRE meeting due to her Northland Leadership program so she will suggest a few other meeting options for going forward.

In attendance: Alicia Stephens, Stephanie Nepl, Sara Freetly-Grubb, Jessica Hamilton, Mike Kearns, Joe McBride

Jessica started the meeting by giving an update on BRE/Member Visits. She let the group know she has completed several visits since the last meeting and currently in the process of setting up her next round of visits. She also informed the group of upcoming BRE events. The group was provided a list of these events with dates.

Jessica provided a report on Constant Contact. It was mentioned that in the past three months we have made 9941 contacts with individuals. She also said we are on par with our open rate.

Next the group discussed graphics for the upcoming Business Excellence Luncheon. The committee was provided a print out of the materials that would be used for the event. Sara from Candid let the group know, she will have a program template soon. The committee liked the graphics that were provided. Alicia mentioned she was open to ideas for the event.

Suggestions for the luncheon:

- \*Reaching out to the schools to see if there is a student who could assist with creating a video for the event
- \*Having a special speaker for the event
- \*"Man behind the Scenes" speaking during the program
- \*Group toast at the end of the event

Alicia mentioned upcoming marketing and professional development trips. She informed the group that Jessica would be attending the Synchronist Forum. Jessica and Stephanie would also attend the MEDC Conference. She also said either herself or Stephanie with attend the Women in E.D. Conference.

Stephanie gave an update on website and Twitter statistics. She noted a nice decrease in the website bounce rate (down 7% from last month) and advised the group that she will be looking more in-depth at where the web traffic is coming from to work out an action plan for further web optimization. The Twitter account continues to grow, and the group discussed its use and potential to be used further to share both PCEDC and member news.

Marketing/BRE  
8/13/15

In attendance: Alicia Stephens, Jesse Shroyer, Jackie Carlson, Sara Freetly-Grubb, Mike Kearns, Jeff Elsea, John Engelmann, Joe McBride

The committee started the meeting by Jessica giving an update on her BRE visits and upcoming BRE events. Jessica mentioned that she has started contacting businesses again and has several visits lined up. She also mentioned a second CEO luncheon has been scheduled as well as a second Workforce Solutions roundtable has been scheduled. Jessica also reported on Constant Contact. She mentioned that the open rate for the past 3 months is 34.6%. She said that some of the emails that received a significant open rate included: Food Truck Friday (Riverside), 2015 Joint Luncheon Invite, and the July and August newsletter.

Alicia reported on recent marketing and professional trips. She mentioned she attended the KCADC BBQ Crawl as well as the CAR Exec Briefing and will be attending the Area Development Women in Economic Development Forum in Chicago October 25-27.

Jesse reported on Google Analytics and Twitter. She mentioned in June there were 1535 page views and in July there were 1285 page views. She said that the two pages that attract the most attention are the Twin Creeks KC page and page that lists the companies in Platte County that are hiring. Jesse reported that the number of Twitter followers has increased and the number of mentions on Twitter has also increased. Mike Kearns gave a couple suggestions to increase our statistics and engagement on social media.

Next the committee started discussing themes for the Annual luncheon. The following suggestions were made.

- Globally Invested Locally Connected
- Manufacturing Our Own Success
- Multiplying Business to Supply Growth
- Supplying Success to the Metro
- Firing All Cylinders
- Revving Up Success
- No Limit to the Speed of Growth
- Orange Barrels of Fun
- Driving Growth
- Platte County Kansas City's Growth Engine
- Igniting Growth

Jessica will send out the updated listed of suggestions for the committee to review and thinking about.

Alicia announced this is Jesse's last meeting as her contract ends at the end of this month.

The next meeting is scheduled for Thursday, September 10th 3:30pm

Marketing/BRE Meeting  
5/14/15

In attendance: Lisa Weatherly, Jeff Elsea, Alicia Stephens, Jesse Shroyer, Jessica Hamilton, Jackie Carlson

The meeting started off by Shroyer mentioning up and coming marketing events she would be participating in. She will travel to Chicago for a consultant event. Shroyer told the group that there has been an increase in web hits from the Chicago and Dallas area after PCEDC attends a consultant event.

Stephens mentioned she would be attending Lakeside with the Locators this year.

Next Shroyer went over the Google Analytics for the month of April. There were 1,107 page views for the month and 63.94% new sessions. Of the users for the month of April, 64.1% were new and 35.9% were returning. Shroyer mentioned a new data set she would start tracking in Google Analytics, which would show where the web hits were coming from. Shroyer noted that the top pages viewed were the landing page, Twin Creeks KC reports, and the Work page (where we list companies that are hiring). She also made note of the follower growth on Twitter, PCEDC has gained 26 new followers for the month of April.

Shroyer provided a Candid Marketing update for the committee. She mentioned the PCEDC now has a consistent logo and fonts to be used on material. Candid has also provided a PowerPoint Template, letterhead template, and updated the tag line.

Shroyer also gave an update on the Community Development Day Golf Event. She reported that the save-the-date has been sent out and Invite will be sent out shortly. She will also be sending the sponsorship letter out.

Hamilton provided a report on Constant Contact usage. She mentioned that the open rate for the past 3 months was 34.6% and has a 2.9% click through rate. Hamilton made note that the Roast Invitation had an open rate of 42.4% and the save-the-date for the Community Development Date had a 45.8% open rate.

Hamilton also gave an update on the Roast of Councilman Ford and mentioned we had several table sponsors, and the attendee list was growing. She mentioned that the PCEDC would be hosting the Critical Conversation Lunch on 5/28 and she was in the process of calling companies to make sure they can attend. The lunch will take place at the National Golf Club.

In attendance: John Engelmann, Mark VanLoh, Mike Kearns, Alicia Stephens, Jesse Shroyer, Jessica Hamilton, Jeff Elsea, Sean Corsey (KC Testing and Engineering), Nick Vandee, Sara Freetly-Grubb, Jackie Carlson, Rosemary Salerno

Jessica started the meeting off by reporting on Constant Contact and upcoming BRE events. Jessica informed the group that for the last 3 months the open is 32.6% and the bounce back rate is 5.4%. She let the group now she has doubled checked the bounce back email list, to make sure the correct information is listed. She also let the group now we had high open rates and clicks for the March and April PCEDC newsletter emails.

Next Jessica reported on the upcoming BRE events. She advised the group that she is in the processes of 2 member roundtables. The first will be held in May and this will be an opportunity to share Platte County project updates with our members and have the community leaders provide updates as well. She also mentioned that she is working with Haldex to schedule a business tour in May. Jessica reported that she is also in the process of scheduling a CEO luncheon at the National Golf Course. The plan is to invite 15-20 CEOs from Platte County businesses to discuss critical issues to doing business in Platte County. Lastly, she is in the works of scheduling an H/R roundtable. The plan is to host the first one in May or June.

Sara from Candid Marketing reported on the materials she was working for the Ford Roast and the Community Development Day. She provided to different save-the-date templates for the Roast. The group discussed which template they liked the best. She also let them know she is working on the invite and should have it done soon. She also presented templates for the Community Development Day invite. The group discussed which template they liked best for the event.

Jesse and Jessica both reported on their recent marketing and professional development trips. Jesse discussed her trip to Chicago and the consultants she had the opportunity to meet with. Jessica provided a quick recap of her trip to Little Rock to participate in the Mid-South Basic courses.

#### Marketing Analytics Report -

Jesse reported on the PCEDC website and analytics through Google which showed the most popular landing page for visitors has been the Twin Creeks Study, About Us/Staff, Board of Directors and our Work page where the PCEDC posts links to local companies hiring. There were a total of 558 web sessions 60.5% were new visitors.

Jesse also reported on the social media activity of the PCEDC specifically with Twitter. Followers are up by nearly 100 over the previous month with the most popular tweet being that with our employment listings in the County.

#### Development Day Recap -

The committee reviewed the Save the Date Options from Candid Marketing and chose a design theme. The Save the Dates will be going out within the next couple of weeks. The event will be held at The National on Monday, June 29th with booths for our communities to set up for free along with paid sponsors. Details are forthcoming as we have a meeting set with our subcommittee on the golf aspect to help plan the day accordingly.

## Marketing/BRE Meeting

3/13/15

In attendance: Joe McBride, Jeff Elsea, Mike Kearns, Alicia Stephens, Jesse Shroyer, Jessica Hamilton

The meeting started by Shroyer giving an update a Google Analytics. She mentioned the numbers were down from the previous report due to several factors. Alicia stated the PCEDC has not been posting as much due to the unfilled marketing position. She stated that the website will soon be updated and we will start posting material to the website to drive up traffic numbers. Jesse will also post a recap of the March luncheon which should increase traffic numbers.

Jesse also gave an update on the Twitter followers. The number of followers is down due to Alicia removing several since she could not make a connection between their personal account and the PCEDC Twitter account.

Jess also reported that she and Alicia met with Sara from Candid Marketing to discuss a revised proposal to help with PCEDC marketing material. The new proposal would include the following items:

- Consistent logo
- Changing the PCEDC tag line
- Presentation template
- Specific graphic for June/Sept. luncheons and Business Expo

Jesse also mentioned that they would like to get some advice from Sara on how to spread “good news”.

Kearns made the comment that our Constant Contact emails are not Mobil friendly. The committee agreed to address the issue and look for a platform that would be more compatible.

Kearns also mentioned tracking the number of “opens” on Constant Contact by cell phones to see if a new platform made a difference.

Jesse stated that eventually we would like to refresh the website, but it is not at the top of the list right now.

Jesse mentioned that they also discussed possibly having a template for E-News letters or for a postcard mailing.

Alicia mentioned that KCP&L will potentially provide funding for some of the marketing efforts.

Jesse also informed the group of some of the marketing events she would be participating in.

- Meet the Consultants
- Area Development Council
- Lakeside with the Locators
- Events with KCADC and MO Partnership

Jessica then discussed Business and Retention efforts with the group. The group first looked at the Data Quality Index Report from 1/1/2013-12/31/2014, which is pulled from Synchronist. Alicia explained this report identifies companies who may be at risk of leaving Platte Count. She also mentioned we pay particular attention to the “Growth” and “Risk” factors. Any company with a 50 or higher we try to schedule a visit with the company to see if they are having any issues. The company names were removed from the report prior to the meeting.

Next the group looked at the Strengths/Weaknesses report from Synchronist with the date range of 1/1/2013-12/31/2014. Jessica explained this report helps the PCEDC identify common issues business may be having. The report provides personal comments that help address specific issues with those businesses. Jessica pointed out that public transportation and workforce availability generated the most responses and negative comments. The company names were removed from the report prior to the meeting.

Alicia also mentioned we would like to have another roundtable discussion with HR managers in the area. Jessica is working on a list of HR managers to invite to the roundtable.

Jessica let the group know it is time to start planning the next business tour. Jeff Elsea mentioned that he spoke with Helmut Derra from Haldex and we would be more than happy to host a business tour at Haldex. Jessica will reach out to Helmut to schedule a tour.

Alicia briefly went over the retention process used for DFA. She wanted to make sure the group was update on the efforts the PCEDC, EDCKC and State used in order to retain the business.

Marketing & BRE  
January 15, 2015

In attendance: Alicia Stephens, Jessica Hamilton, Jeff Elsea, Joe McBride, Jackie Carlson

The group discussed the 2014 Annual Report draft and provided feedback about changes they would like to see in the report . In the Business Retention/Expansion portion it was suggested adding a breakdown of the expansion, employee growth, construction, etc. to the report.

Jackie commented that the letter portion from the Director and Chair should possibly be moved to a different location. Seem too wordy to have on the front page.

The group also discussed 2015 luncheons. Alicia mentioned the ideas she had for the March luncheon. She would like to have a CEO panel from recently developed locations such as Velociti. She also mentioned having a development theme or possibly an Aviation update. Joe McBride responded that he did not think the Aviation would be ready to give an update at that time and the if they did it would be old information anyways.

The suggestion was made to have a Twin Creeks theme for the March luncheon and the group agreed that would be a good idea. A date for the March luncheon is yet to be determined.

Jackie suggested instead of always having lunches, what about doing a happy hour event. Alicia stated she would give it some consideration.

Jessica will finalize the 2014 annual report.

The next meeting is scheduled for February 12, 2015.