

In attendance:, Mike Kearns, Joe McBride, Randy Baker, Jeff Elsea, Kim Palomarez, Stephanie Neppl, Alicia Stephens

2016 Annual Report

Neppl gave a quick overview of our annual report and advised we were pleased with the finished product which we used Candid Marketing for. The reports are used for member recruitment, and will be available on the PCEDC website. Neppl provided an update of website views and social media stats for 2016. Twitter followers increased 23% and website stats grew as well.

March Luncheon Planning

The first quarterly luncheon for 2017 will be held on March 3rd, likely at the Argosy. A discussion was held about possible topics and a CEO Panel was decided as a good option and feature CEOs from 2016 BEA award winning companies such as KC Sausage, Holladay Distilling and MULTIVAC. Suggestion about a future luncheon featuring Platte County food and drink companies was discussed as a possibility for the June luncheon. Instead of a sit-down lunch, companies could each have a food/drink stall. Stephens will look into the possibilities.

2017 Meeting Planning Discussion

The committee discussed potential goals for the meetings this year. It was decided the committee's focus should alternate between marketing and BRE every other month and look at certain topics (website stats, BRE) on a quarterly basis, and provide event support when needed (particularly around Development Day and luncheons). Discussions about how the committee can serve as a resource (to both PCEDC and members) took place, including the group assisting with marketing brochures and story ideas. This conversation will continue at the next meeting.