

**In attendance:** Mike Kearns, Jeff Elsea, Lynn McClure, Stephanie Neppl, Alicia Stephens

### **March Luncheon Planning**

The first quarterly luncheon for 2017 will be held on March 3<sup>rd</sup> at the Argosy. A CEO Panel will feature 2016 BEA award winning companies KC Sausage, Holladay Distilling and MULTIVAC. Mike Kearns agreed to help cover the registration table at the luncheon and Stephanie will secure at least one more helper. Registrations have been slow but we hope for 100-150 people.

### **2017 Development Day**

The golf event will take place on May 15<sup>th</sup> at The National. Communication will go out in mid-March. Last year a total of 47 golfers participated (although a fair few who had registered no showed) and we are aiming for 72 total golfers this year. New this year will be to offer PCEDC members a golf spot for \$500 to help back fill sponsorship costs. A golf committee will meet soon to discuss sponsorship levels and other details. We will invite residential brokers to take part this year in addition to commercial broker and developers.

### **PCEDC Marketing Trips**

Stephanie reviewed her recent trip to Dallas with KCADC on a consultant outreach event. She and three others met with 19 site consultant reps at 7 different companies. PCEDC partakes in two inmarket consultant events and our costs are minimal other than hotel costs.

### **PCEDC Newsletter**

Stephanie advised that the newsletter was now in a mobile-friendly template, and the January newsletter had the highest click through stats since April 2016 when Costco was announced.

### **Other**

Mike Kearns suggested we consider adding a job widget on our website through Zip Recruiter.

**Next meeting: March 23<sup>rd</sup>, 3.30pm**