

In attendance: Joe McBride, Mike Kearns, Jeff Elsea, Lynn McClure, Stephanie Nepl, Alicia Stephens, Lynette Palmer

Business Retention/Expansion update

- Lynette reviewed the YTD visits and synchronist reports including: Company Rankings, Investment Forecast, Business Dynamics, and System Summary reports. Year to date 11 business visits and 4 member visits have been completed. Reporting trends to watch include whether the risk factors captured from businesses that closed/left forecasted correctly.
- The member roundtable held in May had an attendance of 14, more had RSVP'd, but the last minute airport press conference reduced attendance. The topic was "A Better KCI"

2017 luncheons recap

- Lynette reviewed the year to date luncheons. March 3, first quarter lunch had 122 RSVP's, the topic was CEO panel, held at the Argosy; June 2, second quarter lunch had 113 RSVP's, the topic was ED Pros, held at the KCI Expo Center. Both events had great reviews, and good attendance. The CEO lunch on May 2nd was held at the National Golf Club. Twenty local CEO's were in attendance, and as a result of the lunch, there will be a special tour for Platte County Mayors and elected officials to see SWA operations at KCI.

PCEDC Marketing Events Update

- Stephanie reviewed the 2017 Development Day which was held May 15th. The event saw 70 commercial brokers and developers, community and sponsor representatives participate. Feedback has been all positive and many brokers said the current size (around 50 golfers) was ideal. The intention is not to make money, but we did make a bit this year. We did extend the invite to our members this year for \$250 each and we intend to invite them to participate next year.
- Stephanie recapped RECon, the ICSC retail convention held annually in May. She had meetings and conversations with a variety of retail and current Platte County shopping center representatives. She also attended the Maxi Awards with Zona Rosa winning two awards.
- A few upcoming marketing events are the KCADC BBQ Crawl and Lakeside with the locators which are both site consultant focused events.

PCEDC Newsletter

Stephanie reviewed 2017 newsletter open rates which have been above 40% each month, and our click rate continues to increase. Since January 2017, the newsletter has been created on a mobile-friendly template.

Social media/web stats

Stephanie reviewed the current trends in our social media - LinkedIn is still growing and engagement was very high in May due to the Zona Rosa award update. Twitter has gained more than 100 new followers this year and continues to see solid engagement. It's almost been one year since the new website was launched so we are close to having a full year of the new Google Analytics. Mike Kearns ran some error reports for us and realized our previous host, Rolet, did not shut down one of our domains so that is causing old links to surface during Google Search. Stephanie will contact Rolet to sort this.

Next meeting: TBD