

In attendance: Joe McBride, Mike Kearns, Lynn McClure, Stephanie Neppl, Lynette Palmer

Business Retention/Expansion update

- Lynette reviewed the Workforce Evaluation statistics from synchronist. Mike asked how we compare to other communities, if there was a way to see other reports. The comparison would show if our numbers are similar to other cities.

PCEDC Marketing Events Update

- Stephanie reviewed past marketing events KCADC BBQ Crawl and Lakeside with the Locators which were both site consultant focused events. PCEDC got great exposure during Lakeside due to the CVS site consultant participating. Mike asked how Missouri rates for site selection and Stephanie advised Missouri didn't score very high on most surveys, which is what we hear from site consultants – our incentives from the state are not as high-impact as many states offer and our incentives and considered complicated.
- Upcoming Marketing Events including SIOR Development Day which both Stephanie and Lynette will attend. In addition, Stephanie will attend CREW Convention and Women in ED which in Houston and Charleston, respectively.

Social media/web stats

- Stephanie provided historical data from 2008-present showing our growth in social media, web traffic and constant contact open rates.
- Mike noted our high bounce rate on the website though we have been adding lots of content. Stephanie will add links to related stories in our news posts. Mike also noted a Hive concept which is a cross referencing option for articles to get more traction. Mike also suggested we look into AMP to speed up the website for mobile users and promotes content.

2017 Business Excellence Luncheon

- Theme – ideas were thrown around the theme on keeping it local and home grown. Celebrating that success.
- Format ideas – suggested we consider an emcee to open and close and add a bit of formality.
- Lynn and Joe both offered to assist where needed, including photos
- Videos were discussed at length. The committee recommended we keep our award info/script as we did before in a PPT, and then have the high school students do a high-impact video showing all of Platte County which would open the lunch. This gives more flexibility to the students for filming many areas of Platte County and since the awards are a major focal point of the event, it gives us full control over the sound and feel.
- It was also suggested that if we did the videos the same as in 2016 that the script not be prerecorded as it was before and instead have that read by our chair.

PCEDC 30th birthday ideas

- June 20, 1988 – tie in to 80s theme.
- 30th anniversary is related to pearl
- Honor top influencers, such as Ed Bradley

Next meeting: TBD