MEETING MINUTES

Office of Economic Development
Economic Development Advisory Board
Accelerator Subcommittee
6860 East Warner Road
Mesa, Arizona 85212

Date: August 12, 2014 **Time:** 7:00 A.M.

MEMBERS PRESENT
Steve Shope
Jeff Pitcher
James Christensen
Mitzi Montoya

EX-OFFICIO
NONE

STAFF PRESENT
Shea Joachim

MEMBERS ABSENT
John Schibler (excused)

GUESTS
NONE

1. **Chair's Call to Order**

   Chair Steve Shope called the August 12, 2014 meeting of the Economic Development Advisory Board – Accelerator Subcommittee to order at 7:02 A.M. at 6860 East Warner Road, Mesa AZ 85212.

2. **Approval of Minutes**

   Chair Shope asked for a motion to approve the minutes from the February 2, 2014 meeting.

   MOTION: Mitzi Montoya moved to approve the minutes as drafted.
   SECOND: Jeff Pitcher
   DECISION: Passed 4-0 with Mr. Schibler absent.

3. **Items from Citizens Present**

   None.

4. **Review and discuss the details of a new program for LaunchPoint.**

   Shea Joachim provided an update on the marketing activities, the result of these activities and new programming activities that are planned.

   LaunchPoint intended to engage targeted audiences in the market place in three ways:
   - The first method was direct engagements through events and expos.
   - The second method was through awareness campaigns.
   - The third method was through educational opportunities and partnering with ASU with Rapid Start classes which were very successful for lessons and networking, The

Alexandria Network and participating with ASU on grant proposals. Dr. Montoya's involvement with LaunchPoint is very beneficial.

The two biggest challenges LaunchPoint has faced over the last seven months are:

- LaunchPoint took to market services that were on a fee-for-service model. The biggest objection was that potential clients did not have money to pay for the services.
- A lot of the prospects that LaunchPoint targeted are located in Phoenix, Scottsdale and Tempe. They viewed the location of LaunchPoint as too far east. With some of the new programming ideas LaunchPoint can overcome this objective.

The Business Academy at LaunchPoint is a new program. The program will continue to build the partnership with ASU. The program is a free, eight-month structured program prepping companies for funding opportunities that already exist and how to obtain the funding. LaunchPoint is seeking 8-15 participants.

4. **Adjournment**

Chair Shope adjourned the Board meeting at 7:52 A.M.

Submitted By:

William J. Jabiniak
Economic Development Department Director
(Prepared by Shea Joachim)