

# MEETING MINUTES

Office of Economic Development  
Economic Development Advisory Board  
Accelerator Subcommittee  
6113 South Kent Street  
Mesa, AZ 85212

Date: September 18, 2013 Time: 10:00 A.M.

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## MEMBERS PRESENT

Steve Shope  
John Schibler  
Mitzi Montoya

## EX-OFFICIO

NONE

## STAFF PRESENT

Shea Joachim

## MEMBERS ABSENT

James Christensen (excused)  
Jeff Pitcher (excused)

## GUESTS

Abou Dieng, TechItEzee, LLC

### 1. Chair's Call to Order

Chair Steve Shope called the September 18, 2013, meeting of the Economic Development Advisory Board – Accelerator Subcommittee to order at 10:02 A.M. at 6113 South Kent Street, Mesa AZ 85212.

### 2. Introductions

Chair Shope asked each member to take a few minutes to introduce themselves and provide some insight into their organization and their professional background.

### 3. Items from Citizens Present

None.

### 4. Discuss and possibly take action on a proposal to Ezee Gadgets, LLC for participation in the Mesa Technology Accelerator.

Shea Joachim explained to the board that Ezee Gadgets, LLC has inquired about participating in the Mesa Technology Accelerator. Mr. Joachim explained that the City has presented a proposal to Ezee Gadgets, LLC and the company has agreed to the terms of the proposal. Mr. Joachim explained that per the Intergovernmental Agreement with Arizona State University all program participants who intend to occupy space within the facility must be approved by the Accelerator subcommittee. Mr. Joachim introduced Abou Dieng with Ezee Gadgets, LLC and asked that he make a brief presentation to the board about his company and their interest in the Mesa Technology Accelerator.

Mr. Dieng provided the board with samples of the products they design and manufacture. Mr. Dieng also presented information about the company's sales strategies and growth plans.

Mr. Joachim discussed the details of the proposal which included the space within the building Ezee Gadgets, LLC intends to occupy, the participation fee they have agreed to pay, and the term of the license and participation agreement.

Mr. Joachim explained that staff recommends approval of the proposal under the terms described. Chair Shope called for a motion for approval.

**MOTION:** John Schibler moved that the proposal be approved.  
**SECOND:** Mitzi Montoya  
**DECISION:** Passed unanimously.

5. **Discuss and possibly take action on the following items:**

a. **Program and Program Development**

Mr. Joachim discussed the three programs the City intends to offer at the Mesa Technology Accelerator. Mr. Joachim described the different types of services provided within the Onsite, Offsite and LandingPad programs.

Mr. Joachim explained that the City expects to grow its program offerings over time.

b. **Client Admission Process**

Mr. Joachim presented a flow chart demonstrating the client admission process and the key milestones in that process. Mr. Joachim commented that the process should not take more than two weeks or so to process client application. However, staff will need to work with the board to provide adequate time for board members to review applications while meeting the timelines of the client.

c. **2013 Marketing Efforts**

Mr. Joachim presented LaunchPoint as the new name for the Accelerator initiative. Mr. Joachim explained that the name went through an extensive vetting process and that the associated logo was designed internally.

Mr. Joachim presented an overview of the types of marketing efforts the City planned to execute in 2013 in order to attract interest from companies interested in participating in LaunchPoint programs. The activities included seminars, workshops, presentations to the brokerage community, and networking through organizations like the Arizona Technology Council and the Arizona Business Incubator Association.

d. **Key Partnerships**

Mr. Joachim explained that staff was strategically looking to partner with organizations that complement the focus of LaunchPoint. The Mesa Chamber of Commerce, Arizona Technology Council, Arizona State University, and the Arizona Business Incubator Association are all organizations in which staff hopes to develop key partnerships with. Mr. Joachim explained that staff would appreciate any help the board members could provide in further solidifying those partnerships.

6. **Discuss the role of the subcommittee**

Mr. Joachim explained the three key functions of the subcommittee. The three functions are Client Assessment, Partnership Development, and Advocacy.

7. **Other Business**

Chair Shope asked that staff organize monthly meetings for the subcommittee. Mr. Joachim indicated staff will coordinate schedules and attempt to schedule a meeting in October.

8. **Adjournment**

Chair Shope adjourned the Board meeting at 11:36 A.M.

Submitted By:

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