

Town of Green Mountain Falls Economic Sustainability Committee Meeting Summary

Wednesday, February 1, 2012 - 6:00 to 7:30 p.m.

**The Mucky Duck Restaurant Community Room
10530 Ute Pass Avenue**

1. Welcome

The meeting was called to order at 6:04 pm.

2. Attendance

Present: Rob McArthur, Joe Hanke (Facilitator), Cameron Thorne (secretary), Katharine Guthrie, Kay Bachus, Amily Beidelman-Almy, Robert King (trustee, alternate), John Morgan, and David Shaw

Guests from the public: Lorrie Worthey and John Cuddihy

3. Review of Agenda

The draft agenda as posted prior to the meeting was revised as follows:

1. The Web Site discussion was moved in sequence to directly after the Approval of January 18 Meeting Summary to be considerate of the time of Mr.Cuddihy, who is present to discuss this topic in particular. **M/S Morgan/Beidelman-Almy.**
2. The Mill Levy Proposal Update moved after the last agenda item before Other Business. **M/S Bachus/Guthrie.**
3. Addition of agenda item for discussion: Electronic Communication Discussion inserted directly after the Kirkpatrick Family Fund Update. **M/S Shaw/Thorne**

All were in favor of the agenda revisions.

4. Approval of January 18, 2012 Meeting Summary

“Kirkpatrick” spelling change was noted in item #5 header; otherwise the meeting summary from the prior meeting was approved as submitted.

M/S McArthur/Morgan, all in favor.

5. Discussion of Website and Potential Chamber Partnership

Introduction of the topic by John Morgan – GMF website, businesses

Invited guest John Cuddihy gave an overview of the process and the costs when he develops websites for clients, with discussion taking place amongst the committee members.

Note: The estimated costs and recommended process associated with web site development are attached.

The consensus of opinion of the members was that the ESC committee will be instrumental in initiating such a website, and hopefully will hand this off eventually to an active and reinvigorated Chamber when they are ready to take it. It was agreed that the committee can kick start it, and let the Chamber take it to the next level (unified reservation system for businesses for turnkey bookings, etc).

Joe Hanke mentioned that no DOLA funds or programs for website development are currently available. He noted, however, that there are university programs that may be partners to have a class project to build a site, if you have time to wait for a semester or more to build it.

Dave Shaw noted that design and content discussions will swallow enough time that it should be a separate workgroup or subcommittee and not part of the regularly scheduled meeting

It was noted during the funding discussion that the grant from the Regional Building Department for economic viability could be used to get the process started. Also, it appears that the Triangle Chamber has some funding, if people get on board and build up enthusiasm. Dave Shaw has some relationship with them, and will initiate a discussion

Follow-up item: The committee members are to research sites here and elsewhere on the Internet and bring ideas back.

It was proposed that to a Working Group be formed to recommend ideas, direction and details of a website, which would meet separately before the next ESC committee meeting.

Volunteers: Cameron Thorne, Amily Beidelman-Almy, Dave Shaw, Katharine Guthrie

M/S Beidelman-Almy/Thorne, Bachus absent (had to leave early for a conflicting commitment), all others in favor

6. Oklahoma City Community Foundation/Kirkpatrick Family Fund Update

Dave Shaw provided an update: Tina Burdett would like to know when to be here, sometime in early May, and what the agenda will be for that meeting. (It was noted that Tina does get copied on the meeting summaries).

Joe Hanke suggested that the Committee formulate prepared questions to maximize Tina's time. He said the next meeting on March 7 will have an agenda item to formulate the questions, with the bulk of the meeting time will be spent on this item.

7. Electronic Communication Discussion

Dave Shaw requested that when committee members formulate e-mail responses they give greater consideration to the potential audience.

All agreed with this sentiment, and a proposal was made for new ground rule to be reviewed at the next meeting to keep follow-up communication threads between committee members and a consciously chosen list of those not a part of the committee.

Cameron Thorne will research distribution list or mailing list options to make it "clear" who is being copied when looking at the header of an email.

8. Discussion of Use of Regional Building Department Donation

Committee is requesting \$1000 allocation from the Regional Building Department donation to fund the creation of a business development website, which would authorize some expenditures when they come due.

Katharine Guthrie agreed to draft a memo to the Board asking for this.

M/S McArthur/Shaw; Bachus absent (had to leave early for a conflicting commitment), all others in favor

9. Mill Levy Proposal Update

Trustee King proved an update. He said that Resolution 2012-03 will be presented as a proposal on February 7, 2012 Board of Trustee meeting, which will be a public meeting, then voted on by the board.

Trustee King requested a separate document summarizing the arguments for supporting the passage of the mill levy increase by the Board and communicate to the public that this proposal is a well thought with the support of this independent committee.

Katharine Guthrie agreed to draft a memo to the Board for a separate document/handout.

Since Ms. Guthrie will be unavailable on Feb 7, Rob McArthur will represent the ESC committee at the next trustee meeting to present the two memos that came from the committee.

10. Other Business (Event Fee Structure)/ Questions/Public Comment

The Event Fee Structure discussion was tabled until the next meeting.

11. Next Meeting and Assignment of Secretary

The recommended draft agenda items for next meeting agenda were as follows:

- Kirkpatrick agenda, green box
- Website working group presentation
- Event fee structure discussion
- Sallie Bush update
- Board update from Feb 7 meeting

Next Meeting: March 7, 2012 6:00pm MST at the Church in the Wildwood

The secretary for the next meeting will be John Morgan.

Adjournment

Meeting was adjourned at 7:23pm.