

**FOUNTAIN ECONOMIC DEVELOPMENT COMMISSION MEETING**  
**December 8, 2014**  
**MINUTES**

Chair Jennifer Herzberg called the meeting to order at 5:59 pm. Present were Wandaleen Thomas, Darlene Cruz, and Fountain's Economic Development Manager Kimberly Bailey. First business, the Chair asked for approval of the minutes of October 20, 2014 meeting. Motion made by Thomas, seconded by Cruz, passed unanimously.

**NEW BUSINESS topics discussed by the Commission.**

1. **Review of Board Members Terms and 2015 Elections:** ED Manager Bailey provided an Excel spreadsheet that summarized the existing Board members terms for review and acceptance. Board members agreed with the term limits represented. Going into 2015, there are three positions (#3, 5, 7) up for re-appoint/new election to the Board, one position (#4) still open from a vacancy as of 2013, and the Xoffico has expressed she will not be able to re-up her appointment for 2015. The Board had a discussion about the interest in retaining those currently on Board for re-appointment. All confirmed the wiliness for the reappointment of Cheryl Branch (#3), Tom McGrew (#5), and Greg Welch (#7). Lastly, the Board discussed the inside strengths they would like to have in the role of the next Xoffico. Bailey provided a handout of prior names/contacts for interviews held in 2010 of the Xoffico position to get the Board thinking about candidates and asset strengths of interest. All members agreed that a military background is of high importance in this non-voting, advisory role for the EDC. Therefore, a couple of names were proposed for networking to generate referrals and outreach to file the role for 2015. The Board will circle back in January to continue the Xoffico discussion.
2. **EDC Bylaws:** ED Manager Bailey addressed the current Bylaws for a general overview with the Board. One item of importance is the designation of March as the ceremonial new year, annual meeting, where new members were to be sworn in or thanked for prior service if their term was ending. Also, March is when the Board is to identify its goals for the year ahead and review any operational changes of the Board. As such the following discussions took place:
  - a. An ad will need to be placed in the newspaper in January to advertise the vacancy position (#7) open.
  - b. A proposed change for the EDC to physically meet on a quarterly basis; A proposed change for the EDC to host conference call meetings during the alternative months between quarterly designated meetings; These changes would fulfill the City's Charter requirement for the EDC Board to connect on a monthly basis and report to the City Council.
  - c. The proposed change to residency criteria, per City Charter, to sit on the Board. The EDC would like to explore changes to these criteria, to be proposed to City Council for acceptance.
    - i. Applicant resides in Fountain Valley; Zip Codes 80911 or 80817 (see attached map)
    - ii. Applicant owns a business or property in Fountain
    - iii. Utilize the existing Police Cadet requirements; Applicant lives within a 30 mins radius (see attached map)

3. **EDC Ordinance Review:** ED Manager Bailey brought to the attention of the EDC Board of the opportunity to update the existing EDC Ordinance on file with the City. In 2006, the EDC proposed to City Council the desire to update their Ordinance, which was granted by the Council; however the EDC never submitted a new Ordinance as adopted record. The Board expressed an interest to review the existing Ordinance and the opportunity to make change recommendations, some changes identified include:
  - i. A proposed change of residency criteria for new Board appointments
  - ii. A need of further clarification to the Terms of Office
  - iii. A proposed change to the functional hosting of Charter mandated organizational meetings

EDC will propose a final copy of new ordinance verbiage at its January 12, 2015 meeting.

#### **UPDATES topics discussed by the Commission.**

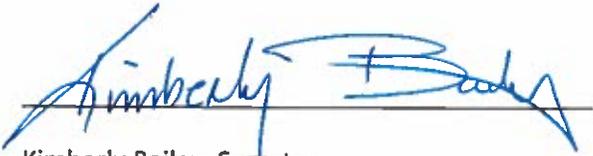
1. **EDC and Fountain Valley Chamber of Commerce (FVCC) Co-Partnering Initiative/Joint Agreement:** Herzberg provided a recap of the Town Hall meeting that took place in November. Bailey is to provide the EDC a final copy of the Agreement and FAQs that were distributed at the November meeting.
2. **FVCC New Office Location:** Herzberg provided an explanation of where the FVCC new office is located at City Hall and operational hours are from 11-4pm Monday-Friday. ED Manager Bailey shared the logistics of the move are still transpiring, office build out will be completed by mid-January, and new signage is a pending task item requiring a cost quote and image samples for both the City Manager and FVCC President to review.
3. **Best and Brightest Intern:** ED Manager Bailey shared the good news that the two-year intern will officially begin on January 12, 2014 with the City, focusing on EDC/FURA tasks. Andrew will be in attendance at the next EDC Board meeting to be held on that same day.
4. **Façade Grant Applicants and Board Review:** ED Manager Bailey provided an overview of the \$75,000 CDBG funded grant, descriptions about the six business applicants and their improvements plan, and background on the three Board members that are overseeing the Façade Grant process.

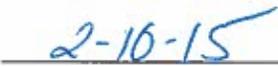
#### **DISCUSSION topics discussed by the Commission.**

1. **Colorado TownBook 2015:** A sample of this publication was provided to the Board by the ED Manager Bailey. Bailey shared that the account representative had visited with her to pitch the EDC exposure of an AD on the back page of the publication at \$4500. The Board learned more about the distribution of the publication with the Board deciding it was not the best value of investment for their overarching EDC mission.
2. **2015 Work Task Planning:** ED Manager Bailey provided a copy of the 2011 Goals and Accomplishments that are published on the EDC website. Bailey recommended an abridged version be cultivated and promoted for 2015 and going forward. The Board agreed and has been asked to return in January with their Top Three-Five

list of goals for a Board discussion, selection round, and identifiable milestone markers to work towards fulfilling in 2015. At this meeting the following items were identified by the Board: Updating all Marketing Materials, Tandem Support with FURA Blight Removal Goals, and Connectivity and Pulse of Activity with the Military to Identify Actionable Items and Share Opportunistic Insights.

The Chair asked for announcements and shared the F VCC Holiday Dinner was taking place on December 12<sup>th</sup> and still accepting reservations. With no additional announcements to share, the Chair inquired about further business topics to discuss. There being none, Cruz moved to adjourn, seconded by Thomas, passed unanimously at 7:18 pm.

  
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Kimberly Bailey, Secretary

  
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Date

