



**Meeting:** GO Topeka Board of Directors

**Date:** February 2, 2021

**Time:** 3:00 pm – 4:30 pm

**Location:** Zoom

Attendees: Linda Briden, Sara Girard, Tammy Dishman, Brent Trout, Shane Hillmer, Calla Haggard, Wade Jueneman, Dan Foltz, Scott Anderson, Jacob Wamego, Brittany Crabtree, Shane Sommars, Manny Herron, Scott Hunsicker, Marvin Spees, Marsha Pope, Eric Johnson, Dr. Kenagy, Cassandra Taylor, Del-Metrius Herron, Kevin Hahn, Steve Anderson, Martha Piland, Doug Wolff, Kurt Kuta, Jim Klausman, Jeff Russell, Jerry Farley

Staff: Trina Goss, Glenda Washington, Kelli Maydew, Michelle Stubblefield, Molly Howey, Barbara Stapleton, Curtis Sneden, Freddy Mawyin, Natalie Zeller, Rhiannon Friedman, Sean Dixon, Matt Pivarnik, Katrin Bridges, Bob Ross

Dr. Kenagy called the meeting to order at 3:00 pm.

#### **Consent Agenda**

A correction was made to the minutes provided in the packet, which had a date of October 6, 2020 and should be corrected to December 1, 2020. It was confirmed that the minutes were from December 1. Once noted, a motion was made to approve the minutes from December 1, 2020 and seconded. Motion carried unanimously.

#### **Board Members to Fill Vacancies**

The GO Topeka board has 3 vacancies to fill and one position will be filled today. The other two vacancies will be discussed at a future meeting.

#### **Ratify Appointment of Manny Herron to the GO Board**

A motion was made to ratify Manny Herron to the Go Board and seconded. Motion carried unanimously.

#### **2021 Nominating Committee**

The 2021 Nominating Committee was presented to the board as follows:

Vice-Chair:	Doug Wolff
Secretary:	Marsha Pope
Immediate Past Chair:	Dan Foltz
President & CEO:	Matt Pivarnik
Elected Director:	Tammy Dishman
Elected Director:	Calla Haggard
Elected Director:	Jeff Russell
Elected Director:	Daina Williams
Elected Director:	Martha Piland

A motion was made to adopt this list as the 2021 nominating committee and seconded. Motion carried unanimously.

### **Board Ethics and Antitrust Forms**

Beginning on page 7 of the packet are documents all board members are asked to complete and sign each year. A brief overview of the forms was provided, and board members were asked to complete the forms and return to Trina Goss.

### **Go Topeka Private Budget**

Starting on page 13 of the packet provides information on the private budget. The executive committee approved the private budget in January, and we are bringing to the full board for approval today. The GTP private budget allocates 11.1% of the budget to GO Topeka and 8.9% to Forge. Forge and PTAC are the primary areas in the private budget for GO Topeka. A motion was made to approve the GO Topeka private budget as presented in the packet and was seconded. Motion carried unanimously.

### **MWBD Special Projects Update**

Per the contract with JEDO, 10% of the funding we receive is to be allocated towards programs that support economic development to individuals and businesses that are socially and economically disadvantaged, and towards urban economic development programs related to youth and the rehabilitation of facilities and infrastructure that are derelict and underutilized. An overview of what is considered when we receive a request for funding for a project before we bring the project to the board for approval. Things that are considered: does the project meet the requirements of JEDO, has there been a market analysis done, what is the location of the project, we do an economic analysis of the project and look at the strategies and milestones of the project. The final report we receive from the organization requesting funding will go through an approval process with a review committee.

### **Projects Update**

There haven't been a lot of new business projects in the last 30 days, but we are still very active with projects that began in 2020. New BRE projects are progressing, and we will have updates to bring to the board soon.

### **Innovation Update**

Recruiting for Plug and Play is still ongoing. We are engaging with several startups from the 2020 Batch Zero in October, including Dinbeat and Ceres Tag. The next cohort will start with a selection day on March 24<sup>th</sup> and a resource expo/startup orientation on March 25<sup>th</sup> where we will invite some of the resources we have in Topeka. The schedule for next cohort was provided, which will begin in March and end in June with the Animal Health Expo. All events will be virtual.

A recap of the Innovation Campus progress was provided. Both assessments have recommended a downtown location for the campus. The Innovation center and campus concepts are merging. Go Topeka will use the innovation campus as a new economic development tool. An overview of the top two options for the campus was provided. We are looking at final numbers and considering the steps to launch. We hope to have a recommendation soon from the IAB to the Go Topeka Board.

### **Workforce Transportation**

We have transitioned out of the pilot program for workforce transportation and have developed a workforce transportation incentive and report weekly to JEDO on the progress of this new incentive program. We have two agreements with employers and a third agreement went out last week. This incentive has the flexibility to expand beyond the industries the pilot program supported.

### **Choose Topeka Candidate Update**

We have received over 4,700 resumes and interest submissions for the employer matching option, and have accepted 25 candidates, utilizing \$151,250 in matching funds. We have had 198 applications for the remote worker option and have accepted 15 candidates with \$100,000 in funds committed. In total, we've had 40 candidates and \$251,250 in funding committed. There is \$48,750 remaining in the first round of funds.

We do have a review committee that selects the candidates, and an overview of the requirements for acceptance as a candidate was provided. The media support of the Choose Topeka program has been growing, and most recently was picked up by the Wall Street Journal.

A recommendation was made for the continuation of the Choose Topeka incentive program with a second round of funding of \$300,000 with an allowance of up to 40% (\$120,000) to be used for the remote worker option. A motion was made to approve the recommendation above and seconded. Motion carried unanimously.

### **Branding and Website**

The goals of the new GO Topeka branding are to project a brand that is innovative, bold, and collaborative. We wanted something that is friendly, inviting, bold and youthful. The new GO Topeka logo was presented, as well as examples of how the logo and arrow on various documents and marketing materials. The arrow will be used as an icon mark to represent GO Topeka. A preview of new website homepage was provided and an overview of the ideas for the website was presented. We are also rolling out the brand "astra" for the innovation district, which stands for "animal, science, technology, research and agriculture."

### **Management Report**

Welcome to all new board members.

Forge is a talent attraction and retention tool, so if you have young talent that should get involved in the community, encourage them to join Forge.

We are continuing our partnership with the Kansas Department of Commerce for economic development projects in aviation.

Meeting adjourned by Dr. Kenagy

Minutes taken by:  
Trina Goss