



**Meeting:** GO Topeka Board of Directors

**Date:** October 6, 2020

**Time:** 3:00 pm – 4:30 pm

**Location:** Zoom

Attendees: Linda Briden, Freddy Mawyin, Rhiannon Friedman, Dr. Farley, Natalie, Madan Rattan, Jacob Wamego, Molly Howey, Michelle Cuevas-Stubblefield, Brent Trout, Glenda Washington, Cassandra Taylor, Dan Foltz, Matt Pivarnik, Dr. Kenagy, Allen Moore, Terry Bassham, Marsha Pope, Aaron Mays, Tammy Dishman, Barbara Stapleton, Jeff Russell, Don Beatty, Daina Williams, Katrin Bridges, Shane Sommars, Andrea Engstrom, Martha Piland, Calla Haggard, Abbey Frye, Shane Hillmer, Sean Dixon, Diana Ramirez, Vince Frye, Delmar White, Kevin Hahn, Treena Mason, Trina Goss, Bob Ross

Dan Foltz called the meeting to order at 3:00 pm.

#### Consent Agenda

Motion to approve the minutes from the August 4, 2020 board meeting and seconded. Motion carried.

Motion to approve the financial statements as of August 31, 2020 and seconded. Motion carried.

#### Draft of 2021 Public Budget

A summary of the timeline for the 2021 budget was presented, which will include discussions with JEDO members and revisions, a revised draft will be presented to Exec in November, and the final budget will be presented to the board in December. A draft public budget is included in the packet. The general column shows items that are allocated among all GTP organizations and shared services. An overview of the focus areas for each of the GO Topeka programs were presented.

**Business Attraction Budget** – due to COVID-19, the travel expenditures in 2020 were reduced significantly, and we are keeping an eye on what events will be held in person vs. virtually in 2021. We are shifting some of the funds more towards marketing and data acquisition. Also working on building relationships with developers and looking at opportunities for potential redevelopment of vacant properties in the city. We will also look at more innovative experiences for virtual visits and visual collateral.

**MWBD** – continuing the Wheelhouse program for small businesses, Equity Inclusion programs are planned for 2021, including the DEI Summit and Seat at the Table. We will continue the THA incubator project that was approved recently.

**Economic Analysis** – primarily software and subscription Freddy can utilize to pull and analyze data.

**Innovation** – still in a start up phase. Scholarships for Plug and Play startups, stand up the innovation campus and center, programming for local entrepreneurs, branding and communication.

**BRE** – BRE visitation program, existing employer support and marketing

**Talent Initiatives** – Talent recruitment and marketing for Choose Topeka, scholarships with Washburn Tech and Washburn Tech East, looking at ways to grow and create a larger platform for INCLUDED, working with Glenda and Diversity & Inclusion efforts.



### Projects Update

Project Gateway – BRE project in the technology industry, adding up to 168 new jobs over 5 years with an average wage of \$43,000 plus benefits. Seeking approval for total incentives of \$840,000, paid over 5 years as earned. A motion to approve the requested incentives was made and seconded. Motion carried.

Project Meadowlark – a memo summarizing the details of this project was sent out via email. This is a BRE project in the manufacturing technology industry, adding up to 41 new jobs with an average wage of \$38,000, with a capital investment of \$5.4 million. Total requested incentive - \$226,800. A motion was made to approve the requested incentives and seconded. Motion carried.

We have been very busy with BRE projects – exec and JEDO approved Project Vita and Project Vertical. Expansion at Hills Pet Nutrition and Custom Dredge Works were both announced at the last JEDO meeting as well.

New business attraction update – we'll have a site visit with Project Victoria next week, an animal protein company looking to build their first US facility.

### Workforce Transportation

At the September JEDO meeting we presented information on the SOTO and NETO programs. JEDO tasked us to put together a transportation taskforce and we have started meeting with this group, looking at the funds allocated to this program and what alternatives might be available to continue transportation to these areas. We are surveying the companies that participated to find out their needs, what worked well and what didn't work with the pilot programs.

### Innovation Update

Plug and Play is moving forward with the first program thanks to our first two partners – Cargill and Hills Pet Nutrition. We will hopefully announce a third partner soon. We are launching the selection day on October 21<sup>st</sup>. The next step is to think about how we can entice the start-ups to choose Topeka or Shawnee County for their organizations. The innovation campus is progressing nicely. Bio-Reality has presented three sites for the campus which will be presented at the innovation advisory board meeting next week. Clark-Enerson will present as well on Monday. We have been asked to extend our search for a location for the innovation campus, and we will plan to make a recommendation for a site to the GO Topeka board shortly.

### Choose Topeka Expansion

The two options offered in the Choose Topeka program were the Employer Matching Funds program and the Remote Worker Funds program. We've had 22 employer submitted candidates, and \$133,750 in funds were encumbered in the employer match program.

We've received over 30 applications for people interested in the remote worker funds, and we are in the process of receiving necessary documentation, then will start the interview process later this month. Choosetopeka.com can be used for all recruitment needs of businesses.



### Seat at the Table Diversity & Inclusion Dinners

Everyone is encouraged to begin building a culture of inclusiveness and understanding by hosting a Seat at the Table to learn more about your neighbors and citizens in your community. This would be with people outside of your immediate circle. We encourage you to host a lunch or dinner with a diverse group of people. Glenda has a list of about 100 people who would like to participate in a Seat at the Table event and would be great for you to choose from to host at your event. There will be a scribe and facilitator who will be taking notes in your event, at we will compare the notes and see the issues that we need to focus on to make a change in the community.

### Equity & Inclusion Statement

Definition of Diversity, Inclusion and Equity:

Diversity – the presence of difference within a given setting (race, religion, nationality, gender)

Inclusion – people with different identities feeling and/or being valued, leveraged, and welcomed within a given setting

Equity – ensures everyone has access to the same opportunities

Review of the Partnership's Core Values:

Diversity and Inclusion, Be Visionary, Integrity, and Passion for the Community

We are asking every board and council to make a promise to Inclusion, equity and diversity with a statement. Equity and Inclusion statements will humanize diversity and inclusion, build diversity, equity and inclusion in the organization, councils and boards, and will model values to advance the mission. A draft of the statement for the Chairs' Council was provided as a reference. We ask that GO Topeka create a statement that speaks to what this organization does. It needs to reflect the industry, commit to inclusiveness, practice equity and equality and speak to the heart of the community. We would like to have a group of 3 – 4 people to work with Glenda to draft a statement. Terry Bassham, Dan Foltz and Cassandra Taylor have volunteered to participate in drafting the statement.

### Management Report

Everyone is encouraged to read the management report included in your packet. Some highlights – Freddy Mawyin is named to the ACCE Economic Recovery and Resilience Fellowship. We have been working for a few months on new branding for GO Topeka and will be rolling out a new website and new brand at the end of the year. The HOST program is still going, we're about halfway through the public funded side of HOST, and are almost through the funds on the private side. We are currently planning the 2021 advertisements. We are exploring redevelopment opportunities and resource, including the need of an additional redevelopment person on the GO Topeka staff. We will be addressing housing again at the December JEDO meeting and are still in discussions for how we can help in that area.

Dan Foltz adjourned the meeting.

Minutes taken by: Trina Goss