

**APPROVED ECONOMIC DEVELOPMENT BOARD MINUTES**

**5:30 P.M.**

**FEBRUARY 11, 2013**

**CITY OF DERBY**

**611 MULBERRY, DERBY, KANSAS**

**ROLL CALL**

**ARIEL LEE  
LISA MOLING  
MARGARET FRITZLER  
DURRELL KELLEY**

**MEMBERS ABSENT**

**JOANNA NEISES  
DON HARRIS**

**CITY STAFF PRESENT:**

Allison Moeding  
Janae' Springer

Alicia Early, Chamber of Commerce

Meeting was called to order at 5:30 p.m.

No one was present to speak for the public forum.

**RE: Approval of minutes of December 10, 2012**

MOTION: Lisa moved to approve the minutes as presented. Seconded by Margaret.

VOTE: 4 yea, 0 nay. Joanna and Don absent. Motion carried.

**RE: Business Recruitment Discussion**

**Allison** provided the board with some options for business recruitment, including the Wichita Chamber exposure event. It's a good way to get Derby's name out there. The Wichita Industrial Technology show is put on by the Greater Wichita Economic Development Coalition attends also. It is a 3-day event in October and costs \$750 for an 8x10 booth. We talked about the State Fair, from a community wide presence it might be something to think about. You can rent an 8/10 or 10x10 space for a week for \$1,000. That would require a larger community effort commitment to staff the booth and promote Derby. There are also some national events, like ICSC, a retail convention that costs \$1,100 plus travel for a 10x10 space. She has talked to some commercial realtors who advised not to waste the money to go. Our interests are pretty well represented already with commercial developers that are active in our community. As far as bang for our buck goes that one probably would not be high on our list. The Site Selectors Guild, a group of professional consultants who work with companies to locate new facilities, has a conference every year. They only take a very small number of people and will give us th

e opportunity to sell Derby in a smaller setting. This year's event is sold out so it might be something to look at next year. The last one is the National Business Aviation Convention and Exhibition. She has been to this convention a couple of times in a partnership with the GWEDC. It's an opportunity to represent not just Wichita but Derby as well. In preparing our budget we are looking at what we can do this year, but also next year what we can do to step it up a little bit.

**Ariel** asked if we need to look at booth creation before we decide what types of shows to attend.

**Allison** indicated she was thinking an 8x10 booth would be sufficient. We could have a booth that would not only be used by economic development but community marketing and the DRC.

**Ariel** asked if this money is already in the budget or are we going to have to ask the council for extra funds.

**Allison** advised she would identify funds for that purpose.

#### **RE: Nominations for Business Appreciation Month**

**Allison** asked the board to think about nomination suggestions.

**Ariel** asked if BRG would be a good candidate.

**Allison** advised we nominated them 4-5 years ago but there is no reason we can't nominate them again. When we nominated them they weren't supporting the Community Foundation or the Bar-B-Que like they are now. Everyone that is nominated is recognized whether they win or not. Nominations are due in late March, early April.

#### **RE: Marketing Activities Update**

**Allison** gave an update on marketing activities, including the hiring of the new community marketing director, Jennifer Keller. She also advised the board we received \$15,000 from the council to promote Derby. That money will be used to promote during the Parade of Homes as well as the display at Mid-Continent Airport. We will also have a 4-section ad in the Wichita Eagle's Progress Edition. In addition we will be hosting a real estate tour at the end of March.

#### **RE: Chamber Update**

**Alisha** presented a Chamber update including the upcoming events. The Chairman's lunch has been changed to a dinner and will be held in May, tickets will go on sale in a few weeks. We are also working on finding a new location for Consumption Junction.

#### **RE: Other Business**

**Allison** advised the sign problem at the First Christian Church location has been resolved. The blight study on Nelson Drive has been completed and it is in fact, blight stricken. We are working with a consultant on the preliminary financials for the TIF district.

Meeting adjourned at 6:32 p.m.