

Industrial Development Board

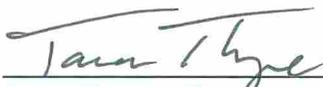
Madison Municipal Building - Conference Room 130

May 5, 2014 Regular Meeting - Minutes

- I. **Call to Order / Agenda Approval** – Chairman Thorpe called the meeting to order at 4:30 p.m. The agenda was accepted as presented.
- II. **Public Comments** – There were no public comments.
- III. **Roll Call:**
 1. **Board Members Present:** Chairman Taron Thorpe, Vice Chair Jerry Jennings, Secretary/Treasurer David Cochran, Ron Klein, Bobby DeNeefe (arrived at 5:30 p.m.) and Richard Knox.
 2. **Additional Attendees:** Council Liaison Mike Potter; and Amy Bell, Director, Planning & Economic Development.
- IV. **Approval of Minutes:**
 1. **Minutes from the April 7, 2014 Regular Meeting.** Mr. Cochran moved to approve the minutes as written. Mr. Klein seconded the motion. The vote was unanimous in favor. **Motion carried.**
- V. **Review of Financial Report.** Secretary/Treasurer David Cochran presented the Financial Report. Mr. Knox moved to approve the report and future payments to Red Sage. Mr. Klein seconded the motion. The vote was unanimous in favor. **Motion carried.**
- VI. **Old Business**
 1. **Rules of Procedure – Final.** Chair Thorpe indicated that members had the final Rules of Procedure finalized by the attorney.
- VII. **New Business**
 1. **Marketing Update: Website & Postcard.** Director Bell updated the board on progress with website updates and postcards including the newsfeed on the homepage, the addition of the Start Here dropdown with four pages related to the accordion card. Additionally she mentioned the development of the 4 additional postcards in the future (2 during FY14 and 2 postponed until FY15) that can be used in coordination with upcoming openings of Matsumoto and Intergraph. Also she got approval for Red Sage to update the look of the IDB logo and website to match the fonts and colors of the branding in the printed materials.
 2. **Report on Meet the Consultants trip.** Chair Thorpe updated the group on the successful trip to Dallas for Meet the Consultants reporting that it certainly validated the work in promotional (website) efforts the IDB has done to date. He said it also confirmed that the direction of involving other economic development partners, primarily utilities and workforce, among others.
 3. **Industrial Business Collaboration Updates.** Director Bell updated the board on the scheduled for commencing the committees.

VIII. **Other Business.** Mr. Jennings gave a brief update of the recent MPO activity.

IX. **Adjournment** – There being no further business before the Board. The meeting adjourned at 5:40p.m.



Taron Thorpe, Chairman
City of Madison Industrial Board



Attest: Amy K. Bell