



Participants: Jeff James, Thomas McChesney, Jim Gordon, David King, Duane Thomas, Ralph Bean, Sarah Halstead, Gene Coulson, Phoebe Randolph, Rebecca Randolph

I. Introductions/Agenda

The meeting was called to order at 10:05 a.m. by Jeff James who spoke positively about the March 6, 2012 session of the group. Mr. James noted that he feels as though the committee has taken aim at some great goals and issues.

II. Old business/Deadlines & deliverables

- a. Committee Charge – Mr. James provided an overview of the direction of the committee.
- b. Deadlines/deliverables
 - i. Whitepaper - Changes, comments or suggestions for the white paper (deadline way **3/23/2012**) – Mr. James noted that the committee needs to be responsive to Dr. Kent in terms of feedback for the whitepaper. Mr. James asked that information be forwarded directly to Rebecca Randolph by end of day on **Thursday, March 29, 2012**. Mr. James will compile and prepare a response email for Dr. Kent by Monday, April 2, 2012. Specifically Mr. James asked for attention to examples of successful entrepreneurial programs in West Virginia and beyond; any known entrepreneurial resources (websites, training programs, funding resources, etc.); as well as items that should be a focus for entrepreneurial growth.
 - ii. Magnets - Further Mr. James asked for a volunteer to review and describe the areas of magnets, money and more entrepreneurs. Thomas McChesney agreed to provide a one page summary for each of the magnets. Mr. James asked that this be completed by **Friday, April 6, 2012**.

Money - Mr. McChesney spoke about potential funding projects for entrepreneurial activity; the idea was the adoption of a statewide version of Café Huntington. Mr. McChesney described the program and how it is executed in Huntington. Additional ideas, he explained, were the use of online micro-funding/lending sources like Kiva to encourage West Virginians to fund state specific activities on the website. Mr. James questioned the development of this model? Sarah Halstead suggested a template of what Café Huntington has developed. Discussion ensued and it was determined that a best practices template would be developed based on work in Huntington with modifications as needed. Ms. Halstead suggested that this document could be made into an instructional video by the DigiSo folks.

Mr. James spoke about running into Scott Rotruck who feels as though there is an opportunity to engage landowners and others who have received substantial benefits from the growth of natural gas in educating them to the needs of community funding. Mr. James questioned what the model would be for this

type of project. Mr. Bean noted that this is something that needs to be addressed, and suggested Mr. James engage with Ron Basini of the Angel Investment Network to brainstorm ideas. Mr. James will contact Ron Basini by **Friday, April 13, 2012**. Gene Coulson suggested that this may also be an opportunity to educate these individuals on becoming entrepreneurs and investing their monies in themselves.

More Entrepreneurs - Mr. James asked that Dr. Coulson and Duane Thomas come together on the "More Entrepreneurs" in K-12 come together to provide recommendations for activities, focus and policies by **Friday, April 13, 2012**. Mr. Thomas suggested adding Tim McClung to the subgroup. Dr. Coulson volunteered to assemble the document while Mr. Thomas volunteered to schedule a meeting of the three.

Discussion ensued regarding the necessity for a non-profit to foster entrepreneurial growth and develop in West Virginia. Dr. Coulson, Ms. P. Randolph and Ms. Halstead volunteered to complete a brief summary of purpose and possible function of such an organization by **Friday, April 13, 2012**.

- c. Communications strategy (sub-committee work) – Mr. James asked that Ms. R. Randolph send out a meeting Doodle request to members of the subcommittee for potential meeting times on April 6, 9 or 10.

III. New Business

a. Upcoming Events

- i. DigiSo (*April 10, 2012*) – Mr. James turned the floor over to Ms. Halstead who provided information about the DigiSo Center and Ignite Charleston event.
- ii. Entrepreneurs' Café (*April 10, 2012*)
- iii. ENT Whitepaper launch (*Targeted May 14, 2012*)
- iv. ENT Education Summit (*June 7, 2012*)

IV. Next Steps

- Review action items/deadlines all noted in red.
- **Next Meeting** – Mr. James asked that Rebecca send a Doodle request for a meeting the week of April 16, 2012.

Resources – March 6, 2012 Session Highlights

Actionable Items from 3/06/2012 Session

- Formation of an entrepreneurship support non-profit to manage these programs and represent entrepreneurs – perhaps with support of
- Networking/idea pitching/Micro-lending, micro-investment programs
 - Rollout of the Café Huntington event model systematically throughout WV communities

- KIVA-style investment program to connect investors (including outside WV) to WV-based entrepreneurs
 - See also <http://www.kickstarter.com/>, this is becoming a major way to generate funding
- Viral marketing campaign targeting both policymakers and general public
 - Includes media partnership
 - Extensive use of simple “info graphics” to drive home the impact of entrepreneurs
- Extensive entrepreneurship education initiatives, including curriculum and school-based clubs
- Simple web site with WV’s entrepreneurship resources, case study videos, list of top “magnets” (WV’s top entrepreneurial opportunities and how to engage on them) etc.
- Explore development of flex-space/entrepreneurial hub model for presentation to communities in need of such innovation center.

Tasks from 3/06/2012 Session

- **White paper** - changes, comments or suggestions for the white paper by **March 23, 2012**.
- **Execution model & media campaign for launch of white paper** - Mr. James will schedule a meeting of those interested in assisting by **March 31, 2012**. As noted during the February meeting this should include Pam Curry, Judy McCauley, Gene Coulson and Thomas McChesney.
- **Launch** - When/where to launch? Spring announcement with strategies and update at Create Conference in the fall. Target date of mid-May (sometime during the week of **May 14, 2012**).
- **Next Meeting** – Wednesday, March 28, 2012 at 10 a.m.