



Participants: Jeff James, Thomas McChesney, Cal Kent, Ralph Bean, Sarah Halstead, Cheryl Hartley, Tom Nelson, Rebecca Randolph

I. Introductions/Agenda

The meeting was called to order at 12:15 p.m. by Jeff James. Areas to be discussed are as follows:

- Review of task list/timelines.
- White paper status
- Media Launch of white paper
- Next steps

II. Review of task list/timelines

Rebecca Randolph reviewed the task and timelines produced during the March 28, 2012 meeting. Mr. James noted that had not had the opportunity to finalize entrepreneurial case studies and send them to Cal Kent for review and possible comment within the contents of the white paper.

III. White paper status

Dr. Kent spoke about the current status of the white paper and noted that he had hoped to review the case studies for entrepreneurship prior to finalizing the white paper. Mr. James suggested the possibility of hiring someone with expertise in editing and organization to bring the white paper and supporting pieces into a concise and logical format for printing and distribution. Mr. James suggested using Elizabeth Gaucher to provide this service. It was the consensus among those on the call that this would be appropriate. **Ms. Randolph asked for Ms. Gaucher's contact information and agreed to follow up after the conclusion of the call.**

IV. Media launch of white paper

Mr. James explained that the marketing subcommittee decided that rather than another big event, it would be most beneficial to reach out to media around the strategic importance of entrepreneurship. He explained that this would plant the seed for activities of the next six months. Mr. James explained that this would encompass an editorial board approach. Mr. James explained that some of the follow up activity would include Café style events around the state. Discussion ensued.

Dr. Kent expressed concern that some focusing on regional events don't generally get statewide performance. Mr. James noted that there is still some work to be done in determining the focus of the follow up events – will they be community based specific programs or should these events be similar regional educational activities to show case entrepreneurial magnets. It was determined that the events would likely be smaller community based events like Café Huntington. Sarah Halstead noted that the best way to ensure media reach would be through the development of a strategic media plan.

The media event is scheduled for May 15, 2012 – space has been reserved the Charleston Area Alliance.

V. Next steps

Mr. James spoke about the development of a tool kit or model for community events that could be rolled out and implemented with Vision Shared's assistance in August and September leading to a session or panel of participants at the fall Create WV Conference. Mr. James further explained that there needs to be additional look at providing a more consistent foundation for supporting these entrepreneurial efforts following the launch of the white paper, whether that is additional budgeting for entrepreneurial support within Vision Shared or adding this component and staffing appropriately within Create WV.

Ms. Randolph agreed to reach out to the Benedum Foundation regarding these efforts and the continued work or the entrepreneurial committee in terms of potential for seed funding.

Dr. Kent asked if the WV Chamber's Business Summit would be a possible venue for the discussion of the white paper. Mr. James felt that an entrepreneurship session would be a good addition to program at the summit. **Dr. Kent will reach out to Steve Roberts regarding the possibility of an entrepreneurial session during the business summit in September 2012.**

There being no further business the meeting adjourned at 12:55 p.m.