



Participants: Jeff James, Thomas McChesney, Cal Kent, Ralph Bean, Diane Ludwig, Rebecca Randolph

I. Introductions/Agenda

The meeting was called to order at 11:00 p.m. by Jeff James. Areas to be discussed are as follows:

- White paper status
- Media Launch of white paper
- Next steps

II. White Paper Status

Cal Kent provided an update on the status of the white paper. Rebecca Randolph noted that Elizabeth Gaucher was working on the final draft of the paper and supporting materials as well as a summary. Ms. Randolph noted that a template is being designed to insert copy and print the reports for distribution.

III. Media Launch of White Paper

Discussion ensued regarding who should be invited to attend the press conference/release on May 15, 2012 at the Charleston Area Alliance. Suggestions included a representative from the State Journal and each of the Charleston newspapers. Dr. Kent noted that the legislator will be in interim sessions during the day of the launch and that it might be good to leverage this for additional coverage by presenting the paper at some of the committee meetings and holding the press conference at the Capitol. Discussion ensued and Ms. Randolph agreed to contact the chair of the joint Economic Development Committee to determine if there would be room on the agenda for a brief presentation while also working to determine the availability of space to hold the conference following the presentation.

The flow for the press conference was determined as follows:

- Welcome/Background Information – Jeff James (10 minutes)
- Presentation of the White Paper – Dr. Cal Kent (25 minutes)
- Next Steps for Vision Shared/Community Implementation - Thomas McChesney (10 minutes)
- Media Q & A – All presenters (15 minutes)
- One on one interviews as requested to follow

IV. Next steps

Thomas McChesney questioned next steps in announcing the community education programs and which communities would be targeted. Discussion ensued and it was determined that these programs would have open with and educational component and end with a practical example as Vision Shared hosts a café style event in the communities identified.

Mr. McChesney suggested that partner communities be responsible for event logistics including determining, the location, arranging for food/meals, and assisting with marketing the event at the local level. Pilot sites identified included Buckhannon, Mingo County, Parkersburg and Wheeling. It was suggested that Jeff Lusk and those involved with the Hatfield's and McCoy's trail system be engaged in the conversation about the project in Mingo.

The community based programs will be organized with the following agenda:

- Overview of different forms of entrepreneurship
- Available resources
- How to encourage entrepreneurial growth in these communities
- Café style event (presentation of projects/voting)

Each of the participating communities will be asked to provide a panelist for participating in a session at the Fall 2012 Create West Virginia Conference. They will be asked to talk about the events, and if/how these have sparked additional engagement in entrepreneurial activity in their city/town. A tool kit will be developed for other communities that want to participate in this model and presented as part of the session.

Mr. McChesney suggested that each pilot community be challenged with raising money at the café style event which to provide prize money which will be matched by Vision Shared up to \$500 in each location.

Discussion ensued regarding the 2012 Create West Virginia Conference. Mr. James explained that the event is being planned for Charleston this year due to ease of access and available infrastructure. To make the effort targeted and affordable for attendees, the three day program will be split into three tracts – one for each day. Attendees can attend one, two or three days depending on their needs and interests.

- Creating School
- Creating Communities
- Creating Companies

Mr. James suggested a meeting of the committee co-chairs and Ms. Randolph to discuss Vision Shared's panel. Ms. Randolph noted that it would be fitting for Vision Shared to introduce the toolkit, provide the education information and moderate the discussion of the pilot community events as part of the "Creating Communities" day.

There being no further business the meeting adjourned at 11:55 p.m.