



Meeting Minutes

HAYDEN ECONOMIC DEVELOPMENT COMMISSION

HAYDEN TOWN HALL – 178 W JEFFERSON AVENUE, HAYDEN

TUESDAY, JULY 16th , 2024 6:00 P.M.

Meeting Minutes Recorded by: Project Manager Corona

1. **CALL TO ORDER** – *Chair Bonucci called meeting to order*
2. **ROLL CALL** – *Present during the meeting were Chair Bonucci, Secretary Coates, Councilmember Bell, Commissioner Booth, Commissioner Martin, Community Development Director Ebbert, and Project Manager Corona*
3. **NEW BUSINESS**
 - I. Happy Retirement Secretary Coates
 - a. *Scoop Dog After Party*
 - II. Summer Mixer 8/8/24 planning
 - a. *Business Pitch Competition soft launch and marketing web blast will be on this date. The Town will work with Trey to get a web blast email sent out EOD.*
 - b. *A flyer for 8/28/24 business will be produced to showcase at the Walnut Street Market on the flyer.*
 - c. *Chair Bonucci will produce punch cards for the local business. Perhaps Mountain Mutts and Old Door Gallery*
 - d. *Secretary Coates will like to inquire about the Red Brick Building and the rental fee.*
4. **OLD BUSINESS**
 - I. Business Pitch Competition 2024 11/16/24
 - a. Confirm finalized dates and timeline to ensure all tasks are scheduled appropriately. Dates were discussed and confirmed:
 - *8/8/24: Our marketing campaign launches at the Farmers Market Booth.*
 - *8/28/24: Business Mixer at the Local Brewery*
 - *9/3/24 - 10/2/24: Registration opens for BPC 2024 applications.*
 - *10/7/24 - 11/7/24: Small Business Coach Sessions with RCEDP and/or SBDC.*

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- 11/7/24: Deadline for all presentations.
 - 11/16/24: Save the date for the Business Pitch Competition!
- b. Rubric and Marketing Flyer
- i. *Project Manager Corona has collaborated with Integrated Community and has produced bilingual materials for both the flyer and the rubric. He will follow up with contacting the Integrated Community and inquire about their translation services for the day of the business pit competition.*
 - ii. *Small business coach was discussed and the collaboration with RCEDP*
- c. Discuss Current Budget and Sponsorship Status
- i. *Community Development Director Ebbert will reach out to past donors and inquires for this year's business pitch competition. She will also share the update of where their funds were used*
 - ii. *The Target of 30,000 was discussed. WE have \$10,000 seed money (it was discussed that we may need to change the flyer to just cash prizes)*
 - iii. *Perhaps we should ask developers that are in town. MSA, Holtz, Gorman, Sunrise, CMC, CMCC, CU Boulder Etc*
 - iv. *The follow levels were discussed for different donation levels:*
 - 1. *Platinum: \$3000 or more*
 - 2. *Gold: \$1500*
 - 3. *Silver \$500*
 - 4. *Bronze \$ 100 or less*
- d. Newspaper:
- i. *Chair Bonucci will reach out to news outlets and give them a heads up of our event. We would like to send this out in September.*
- e. Discuss Judges:
- i. *Project Manager Corona has reached out to Start Up Colorado's Mark Madic. Mark was a great resource in the past and will be a great candidate for a judge.*
 - ii. *Libby Christensen is a judge of interest. – Community Development Director*
 - iii. *Secretary Coates will reach out to CMC contacts for judges*
 - iv. *Perhaps RCEDP team – However, we do want to avoid conflict of interest if that individual will be a mentor*
 - v. *Project Manager Corona suggests that we finalize all judges by the October HEDC meeting. This way there can be a preliminary meeting to go over the rubric and run of show for the event.*

5. STAFF AND COMMISSION MEMBER REPORTS

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6. ADJOURNMENT

- **Meeting Adjourned at 6:58PM**