EMPLOYEE OWNERSHIP COMMISSION: MARKETING COMMITTEE
TUESDAY, March 3, 2020
1600 N. Broadway; Ste 2500
Denver, CO 80202
2:00 p.m.-3:00 p.m.
Colorado Office of Economic Development & International Trade - Rocky Mountain Room

<u>In Attendance</u>: M Ji, S Gripne, J Briggs, J Wiener, S Shoemaker, A Beres, B Wachs, J Martins Rodrigues, W Johnson, C Le, Y Holguin, S Burns, G Plagens, N Maloney.
<u>Not In Attendance</u>: K Siggins, J Kovacs.

Meeting Minutes

Section 1	2:00 p.m.	**Road Map- Where we are heading** *Overview was given in the full Commission Meeting, directly prior to the start of this meeting.*	S Shoemaker

Section 2   2:15 p.m.   **Outline of Staff Needs**   G Plagens & N Maloney

Assist us as a 'subject matter expert'

- Review our Development of Materials / Content
  - ➢ Defining the **In-Between** to broaden the Spectrum of Employee Ownership Options (Profit Sharing, Stock Appreciation Rights, Phantom Stock, etc.)

  - ➢ Script development for **EO Learning Platform** to train the trainer (SBDC Network) and Colorado Business Owners
    - Overview of EO Concept
    - Succession Planning
    - ARE (Attract, Retain and Engage) Employees
    - Modules on the In-Between

  - ➢ Identifying top **Colorado EO business** examples to highlight in EO Learning, Videos, Film, Etc.

  - ➢ Defining **EO Network Resources**
    - Sources of Capital
    - Expanding Professional Service Provider Network
    - Partner Organizations

The Committee reviewed a Marketing Plan created by staff that gives an overview of Phase 1 (accomplishments in the first year) and Phase 2 (focus for year two).

G Plagens discussed the work being done with the Manufacturing Policy Academy.

Next steps: 1) meeting schedule to be set for the committee; 2) G Plagens to schedule meeting with Manufacturing Academy partners before the end of the month; 3) One – Pager Charter document to be created by the group; 4) Staff will be reaching out to group for Subject Matter Expert Review of any new content being made.

Section 3   3:00 p.m.   **Adjourn**