VISTA 2025 Goal 3:

Expand business attraction and retention efforts with a focus on targeted industry clusters

Goal 3 Team Meeting

June 12, 2018

Meeting Notes

Team Members Attending: Chris Annas, Bill Bogle, Mike Bray, Susan Hamley, Mark Rupsis

Also Attending: Marybeth DiVincenzo, Mike Grigalonis, Hillary Krumrich, Leslie Rylke, David Sciocchetti

Mark Rupsis

Welcomed those in attendance and asked if there were any comments on the meeting notes from the previous meeting. None were presented.

Stated that a review of the future focus and direction of the VISTA 2025 Goal 3 team was timely. Noted that the team had done good work in assisting and supporting the development of Discover Chester County, the county's first business directed marketing piece in many years. Also noted that attendance at Goal Team meeting had declined to a set of "regulars".

Commented that the original VISTA 2025 strategies had identified agencies and organizations that would help lead the implementation of each strategy. Suggested that one future approach might be to have small groups work on specific strategies and report back at the Goal Team meetings.

David Sciocchetti

Noted that special challenge of the Goal 3 Team that resulted from several different economic development areas being included under one strategy (industry sectors, financing, marketing, agriculture, etc.). This diversity has led to challenges generating agendas that are of interest to all Goal 3 Team members.

Mark Rupsis

Commented that this one element that needed to be addressed if attendance at Goal Team meetings was going to be increased.

Mike Bray

Stated that there were 8 Goal Three strategies and 55 sub-strategies and that the sheer volume made it difficult to get to each individual strategy. Suggested that it may be time for a strategy refresh that involves being more focused.

Mark Rupsis

Agreed that a focus on a limited number of specific strategies with a smaller group assigned to work on those strategies and report back to the Goal Team made good sense.

Marybeth DiVincenzo

Commented that there were many other groups at work on elements of various Goal 3 strategies.

Bill Bogle

Noted that there are existing industry cluster groups like the Manufacturing Alliance currently at work on issues specific to that industry cluster.

Mark Rupsis

Asked if Bill was suggesting that these groups should report on their efforts to this group.

Hillary Krumrich

Noted that the Ag Council has a Task Force focusing on some of the issues identified in VISTA 2025.

Bill Bogle

Commented that sharing information across groups made good sense.

Marybeth DiVincenzo

Added that this was especially important on issues that stretch across groups and goal teams, like affordable workforce housing.

Bill Bogle

Commented that another example of the lack of effective information sharing was that the information available through the Chester County International Business Council, on exporting as part of a growth strategy, was not being used by very many county companies.

Marybeth DiVincenzo

Commented on the topic of sharing information noting that the Discover Chester County marketing piece had been developed to help market Chester County and that individual inserts on several industry sectors had been developed but that the financial services sector was still a work in progress.

Chris Annas

Suggested that that sector might include banks, venture capital companies and many others.

Also offered the idea of Slack and/or Base Camp as software that companies are using to focus on an issue, take action and report back to a larger group.

Hillary Krumrich
Commented on the need to identify people who can help implement the VISTA 2025 strategies

Mark Rupsis
Suggested that CCEDC has the primary focus in the areas covered by Goal 3 and could take the lead in this regard.

Mike Grigalonis
Indicated that early on there was good success in this area with the VISTA 2025 Executive Alliance. Commented that it might be time for another high level strategic look at how we can best implement VISTA 2025.

Mark Rupsis
Offered the idea of an outreach to multiple CEO's to broaden the reach for such an analysis.

Chris Annas
Suggested that using Slack as a project management tool might be another way to get an ongoing handle on implementation.

Hillary Krumrich
Commented that having some kind of feedback like this might be a way to get different perspectives as well as some idea of who else should be at the table.

Mark Rupsis

Commented that an approach like this where, for example, the Ag Council takes actions and provides an electronic report that is available for review would definitely be a new way to approach this issue.

Added that for some areas, like finance, it may be more difficult to identify someone to handle that key role to speak for that industry.

Chris Annas

Suggested that that role should reside at CCEDC since they are the focal point.

David Sciocchetti

Commented that this was definitely an intriguing approach that would both distribute and institutionalize the tracking of implementation activities.

Marybeth DiVincenzo

Suggested that while something like this could start with the Goal 3 Team, it would ultimately need to be extended to all goal teams and may need to overlap with other organizations.

Mike Bray

Suggested that perhaps West Chester University could play a role in this effort.

David Sciocchetti

Noted that an effort like this will require a significant work program and questioned who would put it together and who would maintain it.

Mark Rupsis

Suggested that perhaps CCEDC could put a list together of possible cluster representatives and come to the next meeting with a list of here's what we want to talk about.

Mike Grigalonis

Asked what we would want them to discuss.

Mark Rupsis

Responded that the issue should be input on VISTA 2025 strategies and what should be happening and what help is needed.

Added that perhaps the County could take a look at the possibility of Slack being the software to use. Asked D. Sciocchetti to contact Glenn Angstadt to follow up.

Chris Annas

Offered that interns may be able to put together the details necessary for a Slack approach.

Mark Rupsis

Commented that a new approach like this could lead to higher attendance via electronic reports and possible video-conferencing.

Mike Bray

Thought this might be an opportunity for a newer, more sophisticated governance approach for all of VISTA 2025.

Chris Annas

Agreed, noting that what we are looking for is input from participants, not necessarily their physical presence.

Meeting adjourned.