



VISTA 2025 Goal 4:

Establish an innovation culture that supports entrepreneurship and business growth

VISTA 2025 Goal 4 Team Meeting

December 11, 2017

Meeting Notes

Team Members Attending: Chad Byers, Terence Farrell, Chris Fiorentino, Keith Goldan, Lou Kupperman, Mark Trabbold

Also Attending: Marybeth DiVincenzo, Mike Grigalonis, David Sciocchetti

Terence Farrell

Welcomed the team members to the meeting and requested any comments on the meeting notes from the previous meeting. No comments received.

David Sciocchetti

Noted that VISTA 2025 had been authorized by Chester County Commissioners in late 2014 and that implementation had been ongoing for close to three years since then. Indicated that the draft progress report was intended to provide an update on the implementation of VISTA 2025 strategies from all five goals.

Added that the progress report was intended for general public consumption and designed to be visually attractive and easy to read and understand. Commented that the draft progress report documents significant progress on the implementation of the VISTA 2025 strategies.

Chris Fiorentino

Noted that West Chester University is taking steps to position itself to be better able to be a major part of innovation in Chester County. Added that this includes new buildings to house new programs and a new dean that has been challenged to be more entrepreneurial. Added that this new approach includes things like conversations about a venture fund.

Terence Farrell

Questioned whether the international business major is a part of the overall effort.

Chris Fiorentino

Noted that it will be in the same building and will be a part of strengthening connections.

Mark Trabbold

Noted that the overall goal was to establish and build a recognized entrepreneurial culture in the county. Suggested that we need to continue to think about how to measure success in that effort.

Chris Fiorentino

Suggested that this was a very good time to build traction on this issue. Noted the need to continue to tell our story.

Lou Kupperman

Stated that branding is the key. Noted that thus far i2n and VISTA 2025 Goal 4 team have been unable to find a way to merge. Added that CCEDC has a plethora of brands. Suggested the need for an overarching brand.

David Sciocchetti

Commented that the emerging effort to market Chester County of Chester provides a context for this kind of discussion.

Marybeth DiVincenzo

Noted that there are many challenges to that approach that would have to be resolved.

Lou Kupperman

Indicated that he considered the last meeting a turning point. Suggested that the emerging capacity of WCU provided a new fulcrum for going forward and the nucleus of a cohesive plan. Suggested that CCEDC has led the way and created an opportunity for a new working partnership.

Chris Fiorentino

Stated that there were lots of good things happening and that he was looking forward to the new Dean's ideas and thoughts on how to proceed.

Keith Goldan

Noted that the planned country music event is another way to capitalize on the County's "cool factor" to build that innovative identity.

David Sciocchetti

Moved to a discussion of the Goal 4 draft strategy status report. Noted that the process to date included a review of each Goal 4 strategy with a focus on assessing the level of implementation. Indicated that five categories had been established and color coded for easy recognition:

- Done/Ongoing (Green)
- Ongoing (Green)
- On Hold/Active (Yellow)
- On Hold (Yellow)
- Eliminate (Red)

Stated that the next step in the review process was feedback from the members of the Goal 4 team. Identified possible issues to consider, including:

- Accurate assessment of progress
- Strategies to be modified
- Strategies to be added
- Strategies to be eliminated
- Strategy responsibility
- Strategy resource source
- Suggest change in timeline
- Suggest change in goal location
- Suggest merger with other strategies

Initiated review of individual strategies.

4.1.1 Strategy Status – Ongoing

Terence Farrell

Asked if Delaware County Community College was included in the approach to an education partnership around innovation and economic development. Advised that it was.

Mark Trabbold

Asked if Widener University was part of the partnership. Advised that it was part of i2n.

David Sciocchetti

Noted that while the geographic focus of VISTA 2025 is Chester County, it is important to recognize that many of the leading research institutions in the region are not in the county (Penn, Drexel, Temple, etc.). Added that they can be the basis for new technology companies in Chester County.

Consensus on identified strategy status.

4.1.2 Strategy Status - On Hold

Consensus on identified strategy status.

4.2.1 Strategy Status - On Hold

4.2.2 Strategy Status - On Hold

4.2.3 Strategy Status - On Hold

Keith Goldan

Suggested information on lab space may be in the Life Sciences PA annual report.

Terence Farrell

Suggested inviting Craig Tucker to a future meeting.

Consensus on identified strategies status.

4.2.4 Strategy Status - On Hold

4.2.5 Strategy Status - On Hold

Keith Goldan

Stated that he continues to see bio-pharma R&D outsourced to Contract Research Organizations (CRO). Noted that consolidation in the bio-pharma area also continues. Suggested a focus on local firms. Noted that Frontage Labs in Eagleview is a good example of what is happening with CRO's. Suggested that if we want to know what CRO's need we should meet with them.

Marybeth DiVincenzo

Noted that including a representative from LSPA was a good idea.

Keith Goldan

Noted that bio-pharma brought him to Chester County. Suggested that there were many like him that wanted to stay here and we should capitalize on that.

Consensus on identified strategies status.

4.3.1 Strategy Status - On Hold/Active

Chris Fiorentino

Noted that WCU would begin a new bio-medical engineering degree program in fall of 2019.

Consensus on identified strategy status.

4.3.2 Strategy Status - Ongoing

4.3.3 Strategy Status - On Hold

Consensus on identified strategies status.

4.3.4 Strategy Status - Ongoing

4.3.5 Strategy Status - Ongoing

4.3.6 Strategy Status - On Hold

4.3.7 Strategy Status - Ongoing

4.3.8 Strategy Status - Ongoing

Keith Goldan

Suggested that the center of gravity for innovation revolves around money, talent and networks. Suggested that we also work on a more formalized mentorship program.

Chad Byers

Offered an additional approach. Noted the need for a strategy for small companies where management is turning 65 and getting ready to retire. Suggested that an approach that links these companies buyers is a way to extend the life of the companies.

Lou Kupperman

Suggested that this is another form of networking. Noted the need to focus on improving connections of all kinds.

Keith Goldan

Suggested that it is critical that we continue to beat the drum about Chester County and innovation. Added that innovation is not limited to high technology firms. Noted that the live-work environment at Eagleview is a form of innovation that was ahead of its time, similar to Celebration outside Disney World

Consensus on identified strategies status.

4.4.1 Strategy Status - On Hold

4.4.2 Strategy Status - On Hold

4.4.3 Strategy Status - On Hold

Consensus on identified strategies status.

4.5.1 Strategy Status - On Hold

4.5.2 Strategy Status - On Hold

Consensus on identified strategies status.

Marybeth Divincenzo

Noted that goal team crossover is a way to promote innovation.

Terence Farrell

Suggested that we should consider a VISTA 2025 Progress Report event. Added that it might be a half-day event that brings all of the members of all of the goal teams together.

Lou Kupperman

Noted the importance of helping the Commissioners to implement a county tech fund.