

South County EDC Marketing/Membership Meeting

Nov 2022

Present

- Jim
- Rich
- Alejandra
- Greg
- ~~Debbie~~
- Sofia
- ~~Mitzi~~
- Efrain

Agenda

1. Membership Level Revisions
2. Jan 2023 Happy Hour
3. Economic Summit Updates
4. Workforce & Education updates

Notes

1. No December Meeting
2. Membership levels should get ratified at the next meeting.
Most notable change: Each price point would add an additional representative.
3. Novo Brazil is on board for Jan Happy Hour.
Novo will host 1st cocktail.

- 4:00 Board meeting
Afterwards we'll have the New Year Kickoff
Cash bar after 1st cocktail
4. Economic summit
Burnham center on Market & Park is 'almost' confirmed for the event.
[https://www.burnhamcenter.org/
1101 Market St., San Diego, CA 92101](https://www.burnhamcenter.org/1101-Market-St.-San-Diego-CA-92101)
1st floor is most likely venue. (Concrete library w/ 2 story video screen)
Accommodates 500-600 people
Happy hour finishing event to keep people at event
Binational Panel
Investor Panel
April - 2nd or 3rd Friday
 5. Elections & Holidays makes launching W&E committees challenging.

Action Items

- 1.

Mission

From the Sep 2022 Meeting:

1. SCEDC Organization Goals shared by Jim
 - a. Increase membership by 15%
 - i. Currently we have 240 members - 30 new members
 - b. Touch base with members
 - i. How are they, who do they need to connect with?
 - c. Grow Workforce & Education committee
 - i. Chairs: Melissa Estin & James Haliday
 - d. Grant & Outreach Programs
 - i. Skilled Labor on the waterfront
 - e. Grow awareness & visibility of SCEDC Programming
 - i. Real Estate Forum
 - ii. Bi-National forum
 - iii. Economic Summit
 - iv. Candidates Forum
 - v. NEW: Civic Forum
 - vi. RENEW: Business Highlight series (not just members, but any interesting stories)

of innovative or inspiring businesses in the South County)

- f. Collaborate w/ SD Tourism Authority to feature Southbay
2. Membership & Marketing Committee Goals
- a. Focus on Outreach & connecting with SCEDC members
 - b. Help grow Workforce & Education committee
 - i. Help Greg with messaging, celebrating & publishing accomplishments of W&E Committee
 - c. Support professional/personal development of Membership & Marketing Committee members.