

MSIA MEETING
APPALACHIAN ENTERPRISE CENTER
APPALACHIAN STATE UNIVERSITY, BOONE, N.C.
JUNE 17, 2011

Present: Chair, Gary Marshall; Treasurer, Jerry James; Secretary, Cheryl Meyers; Don Wood, Joe Furman, Phyllis VanHoy, Audrey DePeltau, Dr. Pat Mitchell

Prior to calling the meeting to order, updates were made to email address changes for Johnathan Gay, Joe Furman and Don Wood. JoAnn Gipe's name was removed from the list. Cheryl will make these changes to the list and email them to everyone. She also asked that everyone sign the "Conflict of Interest Acknowledgement" on the last page of the bylaws to be kept on file.

The MSIA meeting began at 11:00 a.m. lead by Chair, Gary Marshall, who was present via telephone.

Minutes: Minutes from the last teleconference on April 21st, 2011 were handed out to everyone. Minutes were approved as presented.

Treasurer's Report: Jerry James stated that the current account balance is \$730.16. This was accepted as presented.

IRS 501(c)3 Status: Gary reviewed that 501(c)(3) status was approved in January of this year after several years of discussing and working out the details. We are now eligible to apply for grants and funding that would assist in reaching our goals.

Website/Server: A couple of proposals have been received to redo our website. Jerry explained that the original software used is one not many people have and it needs to be rewritten. It also needs to be hosted elsewhere than the Innovation Lab in Johnson City, TN as there is no access there. It also needs to be written so that each incubator manager can make their own edits to the site.

Proposals received to date are fairly expensive. Jerry is awaiting a proposal from a local company that was not received before coming to this meeting. Audrey DePeltau stated that she could advertise to the students who charge \$10-\$12 per hour. Jerry estimated it is a 20 hour project. Phyllis VanHoy will also check with work study students at her facility. Putting the site on social media was discussed and it was noted that the students who do websites also do Facebook. All proposals acquired will be sent to Jerry James as the contact.

It was mentioned that TVA had a grant up to \$5000 for incubator websites and the Rural Development Economic Council announced funding at the NBIA April meeting. The incubators need to be in the TVA region and Audrey agreed to contact Phil McMillan (615-232-6227) with our membership list to see if we qualify. MSIA is registered in North Carolina at AB-Tech.

Discussion followed concerning the purpose of the website: to show our purpose and identity; list member incubators with links to each member website; to share standard documents that we all could use; for training; PowerPoint presentations; cooperative twinning agreements between incubators (so tenants can expand to other states); list calendar of events and advertise events, etc. Dr. Mitchell questioned putting tenant products for sale on the site and Jerry explained the difficulty with collecting state sales taxes but suggested links to the tenant websites as an alternative.

A motion was made by Jerry James and seconded by Dr. Mitchell to send out an email to all members with the quotes and proposals received and we would take a vote via email. Motion passed.

Dues: Dues are now set at \$100 per year and it had been discussed that the dues be increased to cover the cost of setting up the new website. It was noted that this was a one time charge and not ongoing. It was questioned if the dues be should increased or should there just be a one time assessment? It was decided to vote on this via email at the same time we vote on the proposals. Our fiscal year begins July 1 so if all proposals are received and we can vote by end of July, dues will not be late.

Membership: A membership drive has been discussed but was always pending the website being updated so that it would be a benefit to new members. Until the website is finished, each member is asked to compile a list of potential members in their state that fall within the 100 nautical mile radius from Johnson City, TN. Jerry said a picture of this was on our original PowerPoint presentation and was derived from the ARC Regional map. It could also be Googled. The potential member list should be ready by end of July when we hope to have the website up-to-date.

Grant Opportunities: Audrey DePeltau mentioned some Rural Development grants announced at the TVA meeting that we may want to look into. ARC Funding was also noted as a potential. Jerry discussed a pilot program he is involved with that may be a potential after the pilot is complete. It involves an entrepreneurial training program to current business owners.

Election of Officers: Current Chair, Gary Marshall, stated he was unable to hold an office this coming year due to his responsibilities at his incubator. Jerry James will remain as Treasurer, as bank account and accounting are established. After much discussion, a motion was made by Dr. Pat Mitchell and seconded by Don Wood that the following be elected new officers:

Co-Chairs: Jerry James and Phyllis VanHoy

Secretary: Cheryl Meyers

Motion passed unanimously. Gary Marshall was thanked for his leadership during this transitional period.

The next teleconference is set for Wednesday, August 24th at 10:00 a.m. Jerry will send us the number to call in an email.

As there was no other business, the meeting concluded at 12:20 p.m. This was followed by everyone discussing the current status of their incubators, then lunch on our own.

Respectfully submitted,

Cheryl Meyers
Secretary