



Meeting Agenda

CHICO INNOVATION COUNCIL (JOB CREATION COMMITTEE)

Date: Thursday, February 17, 2011

Location: Chico Chamber Conference Room

Time: 7:30 A.M.- 9:00 A.M.

Address: 300 Salem Street, Chico

Chair: Courtney Nelson

Attendees: CIC Members

Guest: Brett Crane

Preparation for Meeting

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Objective for Meeting

I	Objective for Meeting	
1	Objective 1: Presentation on Enloe Medical Center Strategy on Physician Recruitment and CEPCO's role in assisting Spouse	Objective 2: Follow-up on promotion of Chico Municipal Airport at National Aviation Industry Trade Show

Action Items from Previous Meeting

II	Action Items from Previous Meeting	Responsible	Due Date
1	Education Industry Collaboration on Skill Sets Development	Hubbard/Zorn	1st Quarter
2	Collaborate with Chamber/Education Committee	Hart/Anderson	1st Quarter
3	Innovation Lab/ iHub program	Linscheid/Gregory	1st Quarter

Agenda Topics

III	Agenda Topics	Presenter	Duration
Intro	Welcome- Self Introductions	Courtney Nelson	
1	Report from the CIC since our last meeting	Courtney Nelson	2 Minutes
2	Special Guest: Brett Crane, Physican Recruiter at Enloe Medical Center	Brett Crane	20-25 minutes
3	Update: Airport Marketing and National Aviation Trade Show	Linscheid/Donnelly	5 minutes
4	Discussion on Future C.I.C. Meetings- Innovation Lab presentation	All	10 Minutes
5			Adjourn

Meeting Schedule- CIC- March 10th- 7:30 a.m.- Chico Chamber Conference Rm.

CEPCO Board Meeting- Thursday March 31, 7:30 a.m.-Chico Chamber Conference Rm.

IV

Close Meeting



Meeting Minutes

CHICO INNOVATION COUNCIL

Date: Thursday, February 17, 2011

Time: 7:30 A.M.- 8:30 A.M.

Chair: Courtney Nelson

Location: Chico Chamber Conference Room

Address: 300 Salem Street

Attendees: Ken Lange (Dentist), Fred Davis, Jill Ortega (Recology), Courtney Nelson - Chair (Bidwell Insurance), Bob Evans (Chico City Council), Dr. Mike Ward (CSU Chico), Brett Crane (Enloe Medical Center), Rogert Hart (Chamber Education Council), Rick Anderson

Staff: Bob Linscheid, Matt Robertson

I	Open Meeting	
1	Objective: Presentation on Enloe Medical Center Strategy on Physician Recruitment and CEPCO's role in assisting Spousal employment.	Notes: Despite several regional economic disadvantages, Enloe is successfully filling it's goal of recruiting 50 new physicians by 2013.

II	Action Items from Previous Meeting	Responsible	Due Date
1	Education Industry Collaboration on Skill Sets Development	Hubbard/Zorn	1st Quarter
2	Collaborate with Chamber/Education Committee	Hart/Anderson	1st Quarter
3	Improvements so Airport Marketing documents	Linscheid/Donnelly	Feb. 22
4	Innovation Lab/ iHub program	Linscheid/Gregory	1st Quarter

III	Agenda Topic	Notes
1	Report from the CIC since our last meeting	Met only last week, few recent developments, see below for details on Airport issues.
2	Special Guest: Brett Crane, Physican Recruiter at Enloe Medical Center	<p>Some of the issues facing Chico regarding Physician recruitment:</p> <p>1) Fewer people are going into medicine when more people than ever are in need of healthcare. Chico is competing for a small # of physicians, making the competition national. Solutions: new medical schools founded recently, increasing number of foreign medical professional visas approved. Chico has an advantage here due to it's ethnic diversity, a product mainly of Univeristy presence. 2) The % of people in Chico with commercial insurance is lower than the average, meaning smaller per-patient reimbursements. Solutions: Enloe's facility expansions will increase the number of patients tha can be seen as well as the attractiveness of the hospital to physicians. 3) Tax issues, high cost of living, and underperforming public education institutions make CA a tough sell for physician recruitment. Solutions: Chico is a relative exception, we have abundant affordable housing, far higher than average education scores (for CA) our quality of life/college town vibe make it an easy and fun place to sell for Mr. Crane. Also, Chico is a very safe community, ranking as high as 17th in the nation for cities over 100,000 people. Overall, close to 22 jobs are directly connected to every one physician, making physician recruitment an exponential source of job growth in our region. The issues is of prime importance to maintaining our quality of life and continuing to develop our economy in challenging circumstances.</p>
3	Update: Airport Marketing and National Aviation Trade Show	Brian Baldrige of Innovation Aero will accompany Mike Donnelly and Bob Linscheid to the Cygnus Aviation trade show in Las Vegas Feb 22-25. Bob and City Manager Dave Burkland will travel to Sacramento in the near future to visit aerospace companies known to be considering relocation.
4	Discussion on Future C.I.C. Meetings	Bob Linscheid invited members to consider attending the next CEPCO Tech Group meeting, as it will be held at the new Innovation Lab. Please RSVP if you are interested.
5	adjourned at 8:30 am	

IV	Action Items	Responsible	Due Date
1	Connect Univeristy resources with Enloe efforts to find work for "trailing spouses."	Ward/Linscheid	Ongoing
2	Remind local legislators of importance in Physician recruitment and promotoe pro-business measures to encourage job growth, alleviating difficulties trailing spous employment.	All	Ongoing
3			

V	Decisions
1	Brett Crane is doing a stellar job recruiting Physicians to our area
2	Given the substantial economic impact, this will be a point of emphasis for CEPCO in the foreseeable future. We will continue to assist Brett, focusing on "trailing spouse" employment oportunities.

VI	Close Meeting
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