



Meeting Minutes

CHICO INNOVATION COUNCIL

Date: Thursday, October 20, 2011

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

Chair: Courtney Nelson

Attendees: Courtney Nelson, Bob Evans, Ken Lange, Rick Hubbard, Derek Sine, Matt Myers, Frank Marinello, Steve Gonsalves, Katie Marskey, Dori Gladney

Location: Chico Chamber Conference Room

Address: 300 Salem Street

Staff: Bob Linscheid, Matt Robertson, Margaret Lovallo

I	Objective for Meeting	
	Presentation by Matthew Myers	Discuss Innovation Scorecard Final Report

II	Action Items from Previous Meeting	Responsible	Due Date
1	Marketing/Airport/Aviation program	Bob Linscheid	3rd Quarter
2	Economic Growth and Competitiveness Agenda for Calif.	Bob Linscheid	3rd Quarter
3			

III	Agenda Topic	Presenter	Duration
1	Briefing on 27th Annual Excellence in Business Awards Event-October 27, 2011		This year has seen the highest revenue since the Annual Dinner first began. The awards have been announced and now is the best time to buy tickets as they are expected to sell out soon.
2	Presentation: Matt Myers, Textbook Gateway		Derek Sine introduced the company to the Chico Innovation Council. Matt Myers, owner of TextbookGateway.com, spoke about his business model for the company. As a graduate from CSU Chico, Matt was aware of the growing frustrations from students over college textbooks. Students wait too long to receive their books and the textbooks are overall too expensive. Matt's solution is have a company that sells books cheaply and sends them off quickly. Marketing will be done through a variety of ways. The market for textbooks are expected to expand. Although there is competition, TextbookGateway.com has the advantage by being local, not having inventory costs, not shipping, and being school specific. Their website is easy to manage. TextbookGateway.com has a bright future ahead of them.
3	Innovation Scorecard Final Report: Wednesday November 30, 2011, 5:30 p.m. To 7:30 p.m. Mooney Farms		There has been a scheduled final report of the Innovation Scorecard. On the 30th of October, Mary Mooney of Mooney Farms has graciously offered to host an event at her place. Top companies will be recognized and they will receive innovation merit awards. These companies are vital to the business growth in Chico.
4	Next Meetings-schedule		November 30th is the innovation scorecard release.
5	Old/New Business (Lt. Governor Newsom Visit)		He will be visiting the CSU Chico campus and the general community.

VI	Close Meeting
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