



Meeting Minutes

CHICO INNOVATION COUNCIL

Date: Thursday, April 28, 2011

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

Chair: Courtney Nelson

Location: Chico Chamber Conference Room

Address: 300 Salem Street

Attendees: Fred Davis, Jill Ortega (Recology), Courtney Nelson - Chair (Bidwell Insurance), Dr. Rick Hubbard (CSU Chico), Steve Gonsalves (Nichols, Melburg & Rossetto), Ken Lange (Dentist), Jolene Francis (Chico Chamber), Roger Hart (Chico Chamber Eductaion Committee), Georgie Bellin (The Group Real Estate), Dave Burkland (City Manager, Chico), Bob Evans (Chico City Council)

Staff: Bob Linscheid, Matt Robertson

I	Open Meeting	
	Objective 1: Obtain input from members regarding the criteria for the Innovation Scorecard	Objective 2: Discuss the focus of the Innovation Lifecycle and the development of Innovation Scorecard

II	Action Items from Previous Meeting	Responsible	Due Date
1	Marketing/Airport/Aviation program	Bob Linscheid	2nd Quarter

III	Agenda Topic	Notes
1	Update on Aviation Marketing Strategy	Several prospects identified at the Aviation Trade Show are heightening their interest in Chico. One even did a "fly-by" to view the facility. Further updates will ensue as the situation develops.
2	Briefing on 27th Annual Excellence in Business Awards Event- October 27, 2011	CEPCO's Annual Excellence in Business Awards is scheduled for October 27th at the BMU Auditorium. We encourage all members to contact us regarding nominations and feedback from last year's event.
3	Discussion of the Innovation Scorecard process and discuss criteria	Bob Linscheid and Rick Hubbard presented the first draft of the criteria for the Innovation Scorecard, a cooperative effort spearheaded by GROW-California. The purpose of the card is to examine our community's preparation for Innovation, examining and igniting our capacity. Ideas fuel innovation, and Chico has a powerful idea generating force in CSU Chico. Hubbard feels this program is on the cutting edge of a global initiative in which communities scale up their innovative economic capacity with potentially significant benefits. The Scorecard asks and seeks to answer, "Where are we as a community?" What can we do to enhance the enablers and remove impediments to innovation? Simply put, Linscheid feels improving our capacity for innovation is a better chance to scale our economy than stealing a company from somewhere else. For the specific criteria, please see the attached sheet. Input from various committee members will be reflected on the scorecard criteria form. Among the several concerns raised by board members were the collapsing state of regional air travel, analyzing potential out-of-state competitors (Portland, Reno, Eugene), and incorporating a quality of life
4	Innovation Lab Grand Opening- May 12, 2011	All committee members were encouraged to attend the grand opening and bring friends to learn about the exciting opportunity this facility brings to our area. The Innovation Council May meeting may be cancelled to encourage members
5	Recent Butte County Prospect Update (Solar Manufacturer)	Solaria is very interested in placing a facility in the Northstate, and Butte county is the runaway leader. There are several significant financial considerations at play, but the Soalria officials have been very impressed by Chico's contingent at their grand opening in Fremont as well as the recent

Adjourned at 8:45 am



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IV	Action Items	Responsible	Due Date
1	Assist in the development of the "Innovation Scorecard" for Chico, and make Chico the first community to complete the project.	Gregory/Linscheid	Ongoing
2	Continue to provide feedback regarding the criteria for the Innovation Scorecard at future events and by contacting Bob Linscheid or Jon Gregory.	All	Ongoing
3	Improve the definition and conceptualization of "Quality of life" as a Chico/Butte County selling point.	All	Ongoing

V	Decisions
1	Committee members should attend the grand opening of the Innovation Lab on May 12, details on attachment.
2	The Innovation Scorecard should assist local government in identifying ways to improve economic goals that transcend frequent local political divides and should make Chico part of a statewide and even nationwide effort.

VI	Close Meeting
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