Call to Order:

The Board was called to order at 1:00 p.m. in the conference room of the UCF Daytona Beach Incubator March 25, 2014.

Members in Attendance:

Mark Andrews  Jim Cairns
Ned Harper     John Ledgerwood
Edith Shelley  David Spitzer
Dennis Stark   Jody Sylvester

Staff Present:

Gordon Hogan, Director, UCF Business Incubation Program
Connie Bernal, Daytona Beach Incubator Manager
Rob Ehrhardt, Volusia County Economic Development Manager
Sally Sprague, Volusia County Staff Liaison

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Gordon Hogan spoke on how important it was to have an advisory board and the support of the community for a successful incubator program. He advised the launching of a new program, “Soft Landing Program” and provided a brochure.

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Rob Ehrhardt welcomed the members and noted a few changes. Because of possible ‘sunshine’ issues, he is no longer a member of the board but that Jody Sylvester has been appointed as his replacement. He introduced Sally Sprague of Economic Development who is the board’s county staff liaison. The board was provided a copy of the “Connecting with County Government” publication which is a guide to understanding the responsibilities of advisory board members.

Mr. Ehrhardt mentioned one of the action items from the October meeting was incubator property location. In address search the incubator was shown still at Coral Sea Avenue but was renamed when the renovations were completed, to Innovation Way. The County’s GIS manager has asked through his channels that it be corrected.

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Introduction of Innovation Challenge: Dr. Jim Cairns spoke of the upcoming “The First Innovation Challenge” to help promote the commercialization of ideas by local college and university students. A flyer was distributed to the attendees. The “pitch” is scheduled for April 16 at the incubator. The Cairns Foundation strives to identify and give life-changing boosts to
bright, creative young people who otherwise might never attain their full potential. The challenge is designed to “spotlight commercially-viable technologies generated by the finest student minds at colleges and universities in our area.” To fulfill its mission, the Foundation provides support to outstanding students through mentoring and funding to help the young inventors realize the technical and commercial successes of their creations. The Foundation will present $10,000 to the student with the best technology so he or she will be able to patent the technology and start a new company, and the Incubator will award the winning student a one-year enrollment in the Volusia County UCF Business Incubator Program.

Client Showcase:

Connie Bernal stated “First Response Disaster Team” was unable to attend today’s meeting, however, they are doing extremely well as a non-tech company in the incubator program.

Klein-Yaney Media, LLC, Kim Klein-Yaney: Ms. Klein-Yaney was present and said her company is a professional hybrid marketing company and business solution center helping small-to mid-sized businesses compete and prosper in today’s ever-changing and fragmented marketplace. She founded the company in July 2011 for the purpose of offering cohesive branding, key messaging, and targeted advertising and marketing services through a single company. They are locally owned and operated and support local ownership, diverse voices and a competitive marketplace.

Klein-Yaney Media recently announced the launch of EDGEwater Magazine, (EdgewaterMagazine.com), a high-gloss, full-color periodical with a digital companion serves as the exclusive city magazine for the residents and local businesses of Edgewater. Klein-Yaney Media also partnered with the City of Edgewater to introduce the First Fridays Night Market. This marketplace provides the platform for local businesses to display their offerings while serving as a community-gathering place. According to Klein-Yaney, the UCF Business Incubation Program has been integral to the company’s success. The company plans to franchise their successful business model. The Edgewater office would serve as corporate headquarters, offering franchise training and support.

Incubator Status and Marketing Strategy: Connie Bernal presented a powerpoint presentation to the members which outlined the clients’ successes, marketing approach to recruit entrepreneurs, etc.

Discussion on finding local investors: Much discussion ensued but no final results.
Next meeting: Sally Sprague will poll the members as to their availability in the month of May.

Meeting adjourned at 2:30 p.m.