

BOARD OF DIRECTORS MEETING MINUTES

Entrepreneurs of Knoxville

January 9th, 2009 8:30 a.m.

1204 Kenesaw Ave, Suite AB, Knoxville, TN 37919

BOARD MEMBERS:

Present: Leonard Knight, Patricia Bell, Laurel Bowen, Matthew Reynolds, Tommy Schmid, Shawn Van Dyke, Jeremy Floyd

Not Present: Chris Austin, Scot Chrisman

Absent: Quorum present? Yes

Others Present: None

PROCEEDINGS:

Meeting called to order at 8:30 a.m. by President, Leonard Knight

Previous meeting minutes were amended and approved

1. EXECUTIVE REPORT PROVIDED BY PRESIDENT, LEONARD KNIGHT:

1.1 Per our last meeting, spoke to Jeremy Floyd about taking position of Director of Marketing and he accepted

1.2 Events listed publicly

1.3 Jeremy offer his office for future events and meeting if needed

2. OPERATIONS REPORT PROVIDED BY CHAIR, SHAWN VAN DYKE:

2.1 The Pizza Kitchen is very interested in catering our future events. A lunch event will be scheduled at the Pizza Kitchen in February.

2.2 Finding areas and tapping people to join committees

2.3 Finding alternates times to hold events

2.4 Invite others

2.5 EOK Interview series has been started.

2.5.1 Operations committee will schedule the interviews, but asks that the Communications Committee provide the means to record and edit and post the interviews and asks that the Membership Committee conduct the interviews. Discussion about interviews, explaining to new members

2.6 Review of Current Projects in which EOK members are involved.

2.6.1 Showing on the site the projects and track the status

2.6.2 Get it Done Project

2.6.3 Web Site Design Projects

2.6.4 Marketing Services Project

2.6.5 Online Coupons Project

2.7 Status of To Do List:

2.7.1 Update Libsyn.com site with all podcasts to date - assigned to: Leo, Matt
- COMPLETED

2.7.2 Develop EOK Logo - assigned to: Marketing and Communication Committee - Do this as a contest - Jeremy

2.7.3 Develop Mission Statement - assigned to: Executive Committee (Leo, Chris) - Need to make decision and finalize

2.7.4 Develop EOK slogan/motto - assigned to: Executive Committee (Leo, Chris). - Need to make decision and finalize

2.7.5 Plan a "Start-Up" Weekend or "Main Event" - assigned to: Shawn - NOT COMPLETED

2.7.6 Develop a marketing plan for local media - assigned to: Jeremy

2.7.7 Establish partnerships with local services for small businesses - assigned to: - delete this from To Do List

2.7.8 Develop 1st quarter Webinars - assigned to: Operations - THIS SHOULD BE ASSIGNED TO EDUCATION COMMITTEE - develop a circulum

2.7.9 Create a list and contact local business people and entrepreneurs for "Interview Series" - assigned to: Operations Committee with assistance by Communications Committee - IN PROGRESS

2.7.10 Create a list of EOK projects - what projects can EOK launch this year (2009). These are defined by projects brokered or assisted by EOK. - assigned to: Operations Committee - IN PROGRESS

2.7.11 Produce high quality videos for YouTube and other outlets - assigned to: Communications Committee.

2.7.12 Design and print up business cards and letterhead - assigned to: Marketing Committee

2.7.13 Create a "Business Executives" event. assigned to: Operations Committee. - - NOT COMPLETED

2.7.14 Plan EOK events for 1st and 2nd qrt of 2009 assigned to: Finance and Executive Committee - IN PROGRESS

2.8 Motions:

2.8.1 Communication Committee to inform all members about using the Get Satisfaction Site and post instructions to use it. - Approved

2.8.2 Change the format of the weekly meeting from a group discussion to an expert lead interview with a group Q and A. Discussion - change podcast to 30 minutes - Approved

2.8.3 Schedule Pub Nights as a monthly event. Proposed night 2nd Thursday of each month. - this motion is removed and will be implemented as an event

2.8.4 Executive Committee to develop a standard form for Idea Submission to track and protect idea creation. - Approved

2.8.5 Determine at least 6 members to feature. One member per month. - removed - discussion followed

3. FINANCE REPORT PROVIDED BY CHAIR, TOMMY SCHMID:

3.1 No Report:

3.1.1 Need to have entity formed. Executive committee will determine the status of the entity prior to next BOD meeting

4. MARKETING REPORT PROVIDED BY CHAIR, JEREMY FLOYD:

- Visual Identity Plan
 - EOK Contest for logo (what can we give away? The BOD agrees to award an EOK "thumb drive" and Shawn will pay for dinner at the next Pub Night.)
 - Rules: Board votes and approves at February Board Meeting
 - Create spec sheet
 - Start Date: January 12, 2008
 - Due Date: February 11, 2008
 - Creative Brief
 - Stuck: wait for mission / vision document completed
 - Tagline
 - Stationary (VistaPrint)
 - Business Cards
 - Letterhead
 - Envelopes

Blogging badges or aggregator for members' blog

Membership Committee volunteered to developed master list of social networks

5. COMMUNICATIONS REPORT PROVIDED BY CHAIR, MATTHEW REYNOLDS:

5.1 Working on You Tube Videos for Tutorials for social networks

6. FUND RAISING REPORT PROVIDED BY CHAIR, PATRICA BELL:

6.1 No Report until we decide whether profit or nonprofit

7. MEMBERSHIP REPORT PROVIDED BY CHAIR, LAUREL BOWEN:

7.1 Completed Objectives on google docs for Membership Committee

7.2 Working on weekly email on Friday, and working toward establishing a monthly newsletter

7.3 Working on policies and procedures for members

8. EDUCATION AND TRAINING REPORT PROVIDED BY CHAIR, SCOT CHRISMAN:

8.1 Not present

Unfinished Business:

New Business:

Meeting adjourned at 9:51 a.m.

Minutes submitted by Shawn Van Dyke, Operations Director