



Downtown Economy Work Group Meeting Notes

DOWNTOWN PARTNERS SIOUX CITY

418 Pierce Street
Sioux City, IA 51101
P (712) 252-0014
F (712) 258-8516

DOWNTOWNSIOUXCITY.COM

Siouxland Chamber of Commerce, 101 Pierce Street

11:00 a.m., Monday, October 17, 2016

Present: Jennifer Rose Bass, Ragen Cote, Sarah Fish, Jim Jung, Tanya LaBahn, Dale McKinney, Chris Myres, Jim Verschoor.

Market Opportunity Profile – Lower level conference room

The group was scheduled to listen to three online presentations from companies that were selected. Staff reviewed Salesforce, Sugar, Microsoft Dynamics, HubSpot, Solve360 and Downtown Diva. HubSpot, Solve360 and Downtown Diva were chosen for a round of presentations with the group.

The first presentation was presented by Jennifer Rose via GoToMeeting by Downtown Diva. She went through the software showing a directory, business NAICS codes, vacancies, business closure process, improvement tracking and events. To include streetscape tracking, the cost for development is \$100 per hour. The annual cost is for FileMaker Pro 15 is \$162 and a one-time cost of the Downtown Diva template at \$695.

The second presentation scheduled with HubSpot ran into some audio difficulties and information will be sent later.

The third presentation was presented by Graham via GoToMeeting by Solve360. He answered questions and briefly displayed the relationship between contacts and marketing tools that track activity.

The group discussed if this information being on the cloud or housed on our servers would be best. The cloud based software allows for interaction between devices, however the software being held on our servers would allow for more control of the information. Jim Verschoor plans to share the downtown portion of their reporting at Tri-State Valuation & Consulting for review. The group also confirmed that building a system would take too much time and costs could reach far above budget.

Present: Stacie Anderson, Kenneth Beekley, Diane Daby, Sam Wagner, Anne Westra.

Start Up Sioux City – Upper level conference room

The group met to discuss regaining the structure of a successful group, Start Up Sioux City. Finding a way to gather all that is being done within the entrepreneurial community and how to best help will be the challenge. The goal is not to try and manage the efforts, but rather focus on the best ways to help launch things forward when they happen. This group will plan on gathering some members from the larger work group created and continue to participate in and work to mobilize entrepreneurship efforts.

Next meeting (large group): Monday, November 21 at 11:00 a.m. at Siouxland Chamber of Commerce

