

Final Agenda
MetroBusinessNet Fall Meeting
St. Louis Regional Chamber and Growth Association
October 10-12, 2001

Hotel and Meeting Locations

MetroBusinessNet participants will be staying at the St. Louis Marriott Pavilion Downtown located at One Broadway. Our meeting will take place at the St. Louis Regional Chamber and Growth Association located at One Metropolitan Square (Suite 1300) which is a short walk from the hotel.

Wednesday, October 10

5:30 *Evening reception at Marriott Pavilion Downtown*

For those arriving on Wednesday, we will hold an evening reception at the hotel from 5:30 to 7:00. The reception will take place in ‘Salon A’ which is on the Ballroom Level (second floor) of the hotel. Please check the Reader Board in the lobby to confirm the location of the MetroBusinessNet reception. Appetizers and drinks will be served at the reception but everyone is on their own for dinner on Wednesday.

Thursday, October 11

8:30 *Welcome/ Introductions*

8:45 *MetroBusinessNet Overview*

- Meeting goals
- Guidelines for Project Development
- Timeline
- Grant Disbursement

9:15 Presentation: *‘Embedding Technology Companies in Urban Commercial Corridors’*

Shabbir Safdar, Mindshare Internet Campaigns
Steve Horblitt, Creative Associates International
Bill Lecos, Greater Washington Board of Trade

The Greater Washington team will describe BOT's project for MetroBusinessNet and the strategic planning process that led to it. The intent of this session is to demonstrate the strategy and planning process that generated BOT's project and to provide a working model for the other regional teams as they move forward with their own planning and project design.

Following the presentation we will have a group discussion to provide feedback to the Washington team on project design etc.

10:30

'Team Time'

Strategic Planning and Project Development

Regional teams will meet to develop their strategic plans and projects for MetroBusinessNet. A FutureWorks staff consultant will work with each team throughout the meeting on strategy and project planning.

11:45

Communications Planning for MetroBusinessNet

Etienne LeGrand, The FutureWorks Company

12:30

Lunch

Discussion Topic: Impact of Deepening Recession on Business Commitment to Equity and Regional Economic Development

2:00

Workshop: 'Integrating Equity Indices into Regional Benchmarking Initiatives'

Rob Atkinson, Progressive Policy Institute and Brandon Roberts, Brandon Roberts Associates

In this workshop, Rob Atkinson and Brandon Roberts will work with the teams to explore how they can develop and integrate equity indices into existing regional benchmarking tools. Each team should be prepared to make a brief presentation describing their current benchmarking and score-keeping efforts.

4:30

St. Louis Regional Chamber and Growth Association Presentation

The St. Louis team will present 'work-in-progress' related to the goals of MetroBusinessNet. This will be an interactive session in which the other regional teams provide feedback, insight and questions based on their own work and experience.

6:30

Group Dinner at the Morgan Street Brewery

We will gather for a group dinner in the Lauger Room of the Morgan Street Brewery, a popular spot located in Laclede's Landing – a revitalized downtown warehouse district.

Friday, October 12

8:30

Workshop: *'Business Involvement, Sectoral Strategies and Equity: A Case Study from Milwaukee'*

Robert Milbourne, President of the Greater Milwaukee Committee

Robert Milbourne will discuss the role of business and the Greater Milwaukee Committee in sectoral workforce initiatives in the Milwaukee region. The Greater Milwaukee Committee has been integral to organized business participation in the Wisconsin Regional Training Partnership and the Milwaukee Jobs Initiative – regional workforce partnerships that utilize sectoral approaches to link low-income and unemployed residents to family sustaining jobs.

10:30

'Team Time'

Strategic Planning and Project Development

More time to develop team plans and projects. By the end of this session each team should be able to outline one or two possible projects for MetroBusinessNet.

11:30

Teams Report out on Strategic Plans and Projects

The final session will provide opportunity for structured review and dialogue regarding emerging team plans and projects. Brian Bosworth will facilitate this exchange.

12:30

Lunch

1:30

Adjourn