

RHODE ISLAND ECONOMIC DEVELOPMENT CORPORATION

MEETING OF BOARD OF DIRECTORS **KNOWLEDGE DISTRICT SUBCOMMITTEE** **PUBLIC SESSION**

JULY 21, 2011

The Knowledge District Subcommittee of the Board of Directors of the Rhode Island Economic Development Corporation (the "Corporation") met on Thursday, July 21, 2011, in Public Session, beginning at 3:00 p.m., at the offices of the Rhode Island Economic Development Corporation located at 315 Iron Horse Way, Providence, Rhode Island, pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto, as required by the By-Laws of the Corporation and applicable Rhode Island law.

The following individuals were present and participated throughout the meeting: Subcommittee Chairperson Jack Templin, Dr. David Dooley, Mr. Stephen Lane, Mr. Jerauld Adams, Mr. Stanley Weiss, Mr. J.L. Singleton, Mr. Patrick Rogers, Executive Director Keith Stokes, Mr. Bill Parsons, Ms. Katharine Flynn, Ms. Christine Smith, Ms. Judy Chong, Mr. Arthur Salisbury, Mr. Dan Baudouin, and Mr. Thom Deller.

Ms. Flynn began the meeting at 3:14 p.m. She stated that the public/private partnership has secured \$250,000 in public contributions and they are in the process of laying out a governance structure between the Corporation and the Greater Providence Chamber of Commerce (the "GPCC"). She noted that the GPCC is also trying to match the \$250,000 public contribution. Ms. Flynn further stated that the commitment of the Corporation is currently only one year, but the goal is to create a partnership to endure for a longer period of time.

Ms. Flynn commented that the Business Attraction/Cultivation Subcommittee has expressed a desire to merge with the Knowledge District Subcommittee. Mr. Lane noted the alignment in the work of the two subcommittees.

Ms. Chong presented to the members of the subcommittee a marketing PowerPoint presentation. Members of the subcommittee suggested the use of the term "mixed use" in the marketing campaign and noted that the term "office space" is too restrictive. It was noted that lab and incubator space should also be highlighted. Mr. Weiss suggested that lifestyle, including factors such as accessibility, theater, restaurants, etc., should also be highlighted. The connection to universities was another feature suggested as a marketing highlight. Mr. Templin suggested that availability of land should be stressed. He noted that this is unique situation and it should be emphasized.

Ms. Flynn explained to the subcommittee that selecting a marketing firm is the next step in the process. The members of the subcommittee discussed promotion of the Knowledge District while in the process of finding a leader for the public/private

partnership. Mr. Stokes stressed the need for the governance structure to be established. Members of the subcommittee discussed the utility in hiring a professional public relations firm or whether this function could be done internally through the Corporation.

Mr. Templin stated that a short video/narrative and an interactive map containing various layers would be valuable. Members of the subcommittee discussed whether the City of Providence had the capabilities to develop such an interactive map. Mr. Salisbury noted that the full inventory of the Knowledge District is not captured on the present map and he stated that the lines should extend from the hospitals to the State House and also include parts of the East Side. Mr. Templin stated that boundaries to the Knowledge District should be blurred. Ms. Flynn noted that the next steps included outlining plans with the City and the GPCC. Mr. Deller also noted that a study is being conducted by RIPTA regarding the Knowledge District.

Meeting adjourned at 3:57 PM.

David M. Gilden, Secretary

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