



Memorandum

From: Alexandre Y. Fong, President, James Pearson, Director
To: FPC Board of Directors
CC: None
Date: May 18, 2007
Subject: Meeting Minutes, FPC Board of Directors May 15, 2007

1.0 Agenda Call to Order, Introductions, Approval of Meeting agenda

- 1.1 Report on Corporate/Re-registration Administrative Actions
- 1.2 Treasurer's report
- 1.3 Revised By-Laws: vote
- 1.4 Dues Structure: graduated vs. uniform
- 1.5 Update on communication/information activities: website; newsletter; directory
- 1.6 Committee Assignments (Newsletter, Events, Directory, Initiatives, and Marketing)
- 1.7 Membership development: action assignments to board members
- 1.8 Proposed Events: Discussion and plans for the next 12 months
- 1.9 Any Other Business
- 1.10 Next Meeting Date and Format
- 1.11 Adjourn

2.0 Discussions

- 2.1 Corporate Registration and Administrative Actions – Jim review the status of the effort to reinstate the cluster as an entity. The corporate registration is now in place and Alex is in the process of transferring the Power of Attorney to Gray-Robinson so that they may act on behalf of the FPC to reinstate our tax-exempt status with the IRS. Randy Berridge has committed funds from the Florida High Tech Corridor Council to cover Gray-Robinson's efforts.
- 2.2 Dennis reviewed our current financials and discussed a potential initiative to seek a grant from the Kauffman Foundation to launch a study to develop a program that fosters the specific creation of entrepreneurship in photonics in the state of Florida. The effort would initially require only a 1-2 page submission and Dennis volunteered to lead the effort. MJ and Randy pledged to support the proposal development effort through resources and funds, where necessary. MJ said he would look into forwarding some of the figures and statistics that would serve to justify our case. The effort is aimed at creating a mechanism to optimize and coordinate the individual contributions of economic development, academia, industry clusters and technology transfer-incubator organizations. In Dennis words "create an ecosystem" for photonics entrepreneurs. This would include not only university spin-offs but also grass roots efforts. Alex felt that this would be good initiative fitting the charter of the cluster to involve itself in at least one such effort per year.
- 2.3 The new by-laws were reviewed by Jim and Alex with the board. Alex called for a vote to approve the changes, which included provision for electronic communications, and



the changing demographic of the cluster. Greg moved to approve and Eric seconded the motion with no objections. Hearing no objections, the motion was carried to adopt the revised by-laws.

- 2.4 Alex reviewed his proposed changes to the dues structure. He believed that the new tiered structure would appeal to smaller organizations and sole proprietors and allow the cluster to increase its ranks faster. It was suggested that individual faculty be included under the same rate as sole proprietors. Jim asked if the increased burden in larger firms would be an issue and Eric stated that he did not believe it would be. Ray asked how the benefits such as event attendance would be conferred upon a company's employees (representative only or entire company). After some discussion, it was agreed that it should cover any all employees of a member firm. Alex did not feel being overwhelmed would be an issue since event attendance has traditionally been a challenge. Jim mentioned that we are now offering a special discount for joint Industrial Affiliates/FPC memberships. Alex called for a vote and Ray made a motion to approve which was seconded by Dennis with no objections. Hearing no objections, the motion was carried to adopt the new dues structure.
- 2.5 Alex discussed the newsletter planned for a June release, the directory to be published this year and updates to the website. Going forward the Metro Orlando Economic Development Committee (MOEDC) will be taking a lead role in collecting the content for the quarterly FPC newsletter as part of its efforts in generating their 'Textures' publication. Alex called for more participation from the BOD and general members to contribute to the communications effort by submitting content about their firms and activities. The MOEDC is also putting together a list of photonics companies for the directory as well as marketing content.
- 2.6 Alex said that he would be setting up committees for the various activities that the FPC is undertaking and called for volunteers to take a lead role in each. He will follow up with an email detailing the committees that need participation: Newsletter, Events, Directory, Member Benefits, Major Initiatives and Marketing. Alex noted that our efforts to add to benefits have yielded terrific results including premium rates at Gray-Robinson and member discounts for Web Marketing at On Target Web Marketing Services. Jim is looking into possible collaborations with LIA and Alex is looking into a relationship with Curly & Pynn.
- 2.7 Two to three events are under consideration for the year, seminars on IP management presented by Gray-Robinson, VC Funding by Dennis Pape and Marketing Communications by Curley & Pynn. These may be executed via webinar. It was also agreed to have two in-person networking events: a breakfast at Photonics West 2008 and meet and greet at DSS 2008. Timing on both will be critical to the success of each, as we have learned from the DSS 2007 event.



3.0 Actions

- 3.1 Dennis, MJ and Randy to collaborate on Kauffman proposal. Pull other members in as required.
- 3.2 Alex to send out follow-up email on committees.

4.0 Next Proposed BOD Meeting Tentatively scheduled for July-August timeframe.