

# BEST Committee Meeting Minutes

**Date:** July 6, 2026

**Time:** 1:00 p.m. – 1:27 p.m.

**Attendance:** Remote

**Members Present:** Scott Gafvert, Tate Borcoman, John Groom, Dan Bates

**Staff Present:** Traci Stivers,

**Guests Present:** Amy Miller, Amy Smith, Eric Plummer, Kim Imwalle, Paige Sheridan

**Absent:** Zach Stanfield

## 1. Call to Order

Traci Stivers called the meeting to order at 1:03 p.m.

### Approval of Previous Meeting Minutes

The May 4, 2026, meeting minutes were reviewed and approved as presented.

## 2. Director of Community Relations Report

Traci Stivers, Director of Community Relations, provided an update on ongoing outreach and business engagement efforts. Highlights included:

- Attendance at community events will continue but at a different pace than what this committee is used to seeing. Mrs. Stivers indicated that with the departure of the Operations Assistant in March, that the Executive Committee would like Traci to assist with more of the administrative tasks that have been left unassigned.
- Mrs. Stivers will continue to serve as a back up to Mrs. Ehling in grant meetings, partner meetings, etc, as she has always done, but those tasks will now take priority over the community events.
- Mrs. Stivers will continue planning and acquiring speakers for the 2026 fall forum and will handle more of the back end tasks that the previous Operations Assistant handled.

John Grooms asked how the board will determine whether the recent shift in Mrs. Stivers's responsibilities, specifically moving her away from primarily community facing work and into more administrative support, will be evaluated as successful. Mrs. Stivers noted that many aspects of her role, particularly relationship building, community presence, and visibility for the organization, are difficult to measure through traditional data points. Tate Borcoman noted that specific measures of success were not discussed during the initial executive committee

conversation and suggested that it may be worthwhile to revisit the topic with the executive committee for further clarification.

Dan Bates asked that his concerns be documented regarding the potential impact of reducing Mrs. Stivers' presence in the community. He noted that while many organizational outcomes can be measured through data, the value of relationships, trust, visibility, and community recognition is not always easily captured through traditional metrics. He expressed concern that the organization has made significant progress in recent years towards becoming more visible, approachable, and connected within the community, and that reducing community engagement could negatively affect that momentum.

### **3. Discussion Items**

#### **Items from the Director of Community Relations Report:**

John Grooms asked how the board will determine whether the recent shift in Mrs. Stivers's responsibilities, specifically moving her away from primarily community facing work and into more administrative support, will be evaluated as successful. Missus Stivers noted that many aspects of her role, particularly relationship building, community presence, and visibility for the organization, are difficult to measure through traditional data points. Tate Borcoman noted that specific measures of success were not discussed during the initial executive committee conversation and suggested that it may be worthwhile to revisit the topic with the executive committee for further clarification.

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#### **Committee Direction and Priorities:**

Committee members revisited a previously discussed idea of creating a workforce champion award to recognize a business owner or employer who actively uses the organization's resources and partners in providing employment opportunities to individuals facing barriers to employment. Members noted that the award could both highlight strong employer partnerships and increase awareness of the organization's work particularly if presented at a large community

event such as a chamber annual award banquet. Dan Bates asked about the status of the award idea. Mrs. Stivers explained that the concept had likely been placed on hold due to the organization's recent focus on the fiscal agent matter. Tate Borcoman asked whether the award initiative was dependent on resolving the fiscal agent issue. Mrs. Stivers said that she did not believe the two were necessarily connected but the staff and leadership have been heavily focused on the fiscal agent discussion. She said she would ensure the workforce champion award is added to the next agenda for further discussion.

## **4. Adjournment**

The meeting adjourned at approximately 1:27 p.m