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## City Council Regular Meeting

**DEPARTMENT:** Economic Development  
**FROM:** Alex Philips, Economic Development Director  
**MEETING:** September 5, 2023

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**SUBJECT:**

Consider approval of a minute order ratifying the 4A Economic Development Corporation Board's action approving six speaking contracts for the 2024 Project U Leadership Conference in the total amount of \$93,000. *(Staff Contact: Alex Philips, Director of Economic Development)*

**SUMMARY:**

On July 24, 2023, the 4A Economic Development Board and the City Council approved the budget and high level details for the 2024 Project U Leadership Conference. The budget approved will allow staff to pay speaking fees and travel accommodations for the following speakers:

**Damon West**

- Motivational Speaker, "Change Agent"
- Topic: Keeping a positive mindset

**Jess Ekstrom**

- Founder and CEO, Headbands for Hope
- Topic: Optimism and activating purpose

**Stephen Mackey**

- Development Coach
- Topic: Teams overcoming adversity

**Carlos Whittaker**

- Motivational Speaker, "Hope Dealer"

- Topic: How to Human, best version of yourself

**Jon Acuff \*Headliner\***

- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking

In the event headliner Jon Acuff is unavailable for booking, staff has identified a substitute that would also fit within the approved budget for the event:

**Ryan Leak**

- Transformational Speaker and Executive Coach
- Topic: Self Leadership

The total amount to book and provide travel for all proposed speakers (or Ryan Leaks in lieu of Jon Acuff) will not exceed \$93,000.00

**OPTIONS:**

- 1) Approve as presented
- 2) Approve with changes
- 3) Deny

**RECOMMENDATION:**

Approve as presented

**PRIOR ACTION/INPUT (Council, Boards, Citizens):**

List date and description of any prior action related to the subject

**FISCAL IMPACT:**

Explain fiscal impact if any

**STAFF CONTACT:**

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