

Jeff has been working with AI the most in recent months. Dave Mineer has been with Construction Monitor and his 2 year non compete has lapsed. The 3 of us are dabbling in the idea that AI can automate the gathering, organizing for distribution to clients (whether that's via logging into our site and downloading their purchase/selection or an email programmed to go out to paying customers) and business structure for a true business dependence on this product, all in order for the three of us to make monthly subscription revenue flow like water from a faucet. Any comments about how much money we need to each pitch in? Or ownership structure the three of us can discuss? Or programmers and how many we may need to recruit for data management and website build? other?

ChatGPT said:

Below is a clear, practical framework to anchor your discussion with Jeff and Dave. This reflects the realities of:

1. how Construction Monitor was built,
2. the scale of the opportunity in planning-agenda automation, and
3. the economics of modern AI-centric product development.

It avoids hand-waving and gives you a starting structure that is financially realistic and strategically sound.

1. Capital Requirements (First 12 Months)

Because you're building a **data-acquisition engine**, **normalizing pipeline**, **subscription platform**, and **agency-grade outbound marketing**, the key spend categories are:

A. AI/Data Engineering (core product)

- Data scraping/prep automation (Python, Playwright, Selenium replacements, APIs)
- OCR + summarization workflows
- Semantic tagging + region/industry classification

Cost range: \$120k–\$180k

(Equivalent to 1 senior engineer + 1 mid-level engineer or 1 strong generalist)

B. Web App + Subscription Platform

- Multi-region product map
- User dashboards
- Secure document delivery
- Billing (Stripe monthly subs)

Cost range: \$60k–\$90k

C. Operations + Data QA

- Initial manual validation of the first 10–15 regions (critical)
- Customer support + bug triage

Cost range: \$20k–\$40k

D. Marketing & Sales

- Targeted email campaigns to GCs and excavation companies
- Industry list purchases
- Outreach automation (Apollo, Lemlist, etc.)
- PPC testing
- Content marketing

Cost range: \$20k–\$40k

E. Contingency / runway buffer

\$50k–\$75k

Total Realistic Year-1 Budget:

\$275k – \$425k

This is enough to:

- launch in Utah + 2 surrounding states
- prove revenue
- have an investable product
- demonstrate month-over-month subscriber growth

Split Three Ways (evenly):

\$90k – \$140k per founder (paid in tranches, not all at once)

Most founding teams contribute:

- $\frac{1}{3}$ capital up front
- $\frac{1}{3}$ at mid-year milestone
- $\frac{1}{3}$ only if traction matches projections

This de-risks the investment.

2. Ownership Structure (Recommended)

Because each of you brings something materially different, split ownership based on **role + value creation**, not “three buddies = 33% each.”

Here is a **clean, realistic ownership structure** for a three-founder AI data-product company:

Option A: Balanced Founder Split (recommended)

- **Aaron: 40%**
 - Industry vision
 - Business strategy
 - Deal-flow + customer introductions
 - Capital relationships
 - Monetization expertise
- **Dave Mineer: 35%**
 - The brand equity of Construction Monitor
 - Historic knowledge of permit customers
 - Product-market fit calibration
 - Customer list access (indirectly, ethically)
- **Jeff: 25%**
 - Technical AI skill
 - Workflow design
 - System architecture
 - Internal R&D

This reflects:

- Dave’s unique value (unreplicable CM experience)
- Your business/commercial leadership
- Jeff’s execution + ongoing AI maintenance

Jeff can grow to 30% through a vesting schedule tied to technical milestones.

Option B: Equal Split With Role-Based Vesting

33/33/33 on paper, but:

- Technical vesting: Jeff earns additional 5–7% upon successful build
- Revenue vesting: Aaron earns additional 5% at first \$25k MRR

- Operational vesting: Dave earns additional 5% when 3 states fully operational

This aligns incentives cleanly.

3. Team Needed (realistic for Year 1)

1. Lead AI/ML Engineer (Full-Time or High-End Contractor)

Your core technical brain. Must own:

- scraping automation
- data normalization
- embeddings + summarization
- alert logic

Salary/contract: \$120k–\$160k/yr

2. Full-Stack Web Developer (Contract)

Builds the actual “CM 2.0 for planning agendas.”

Cost: \$60k–\$90k project-based

3. Data QA / Operations Specialist (Part-Time Early Stage)

Ensures accuracy for first 3–6 months.

Cost: \$20k–\$30k

4. Fractional Marketing Lead (Contract)

Runs campaigns to GCs, excavators, developers.

Cost: \$20k–\$40k depending on scope.

Total Team Count:

3 core ppl (2 engineering, 1 ops) + fractional marketing

This is the minimum viable team that can **actually deliver** a CM-grade product.

4. Notes You Must Consider Given Your Construction Monitor History

You lived the pain points:

- permitting data was manual, inconsistent, delayed
- subscribers constantly asked for planning agendas
- municipalities are even more fragmented in their agendas than their permit filings
- every region formats PDFs, minutes, and agendas differently
- customers want **predictability**, not raw documents

AI solves this **only if you control the pipeline end-to-end**.

But here is the key business truth:

AI automation \neq zero human oversight. Standardize first 10–15 regions manually while building the AI. You will save six months of chaos.

5. Expected First-Year Revenue (realistic)

If Utah has:

- 36,599 active contractor licenses
- ~4,377 excavation companies

And if you only capture **4%** of GCs + excavators in Utah at **\$99/mo**:

- Market: ~41,000 license holders
- Useful prospects: ~6,000–7,000 (realistic targetable pool)
- 4% capture: ~240 customers
- At \$99/mo \rightarrow **~\$24k MRR**
- Annualized \rightarrow **~\$288k ARR in Utah alone**

By month 9–12, you expand into Nevada + Colorado \rightarrow likely doubling that.

6. My Recommendations (direct, from experience)

1. **Raise \$300k between the three of you.**
Enough to hire the right people without starved execution.
2. **Aaron should have operating control.**
You have the business instincts, risk tolerance, and commercial network.
3. **Dave's Construction Monitor heritage is priceless** but he does not need operational control. Give him meaningful upside but not majority.

4. **Jeff should earn technical control through vesting** tied to real deliverables, not promises.
 5. **Start in Utah + 2 adjacent states**, prove product-market fit, then scale.
 6. **Your moat is not scraping—it's clean data + consistent summaries + regional classification + reliability.**
This is where AI can outperform anyone else.
-

If you want, I can produce:

- a detailed founder agreement outline (roles, cliffs, vesting)
- the 12-month spending plan with burn chart
- a hiring plan with job descriptions
- the go-to-market schedule (first 180 days)
- the competitive moat analysis

Just tell me which one you want next.

You said:

Jeff has been working with AI the most in recent months. Dave Mineer has been with Construction Monitor and his 2 year non compete has lapsed. The 3 of us are dabbling in the idea that AI can automate the gathering, organizing for distribution to clients (whether that's via logging into our site and downloading their purchase/selection or an email programmed to go out to paying customers) and business structure for a true business dependence on this product, all in order for the three of us to make monthly subscription revenue flow like water from a faucet. Any comments about how much money we need to each pitch in? Or ownership structure the three of us can discuss? Or programmers and how many we may need to recruit for data management and website build? other?

ChatGPT said:

Here's how I'd structure this in your shoes, based on what it will realistically take to get from "idea" to "real monthly subscription revenue."

1) How much money should each of you pitch in?

Assume a **12-month build + launch** in 1–2 states (Utah first, plus a logical neighbor). For a proper, reliable product (not a half-broken MVP), I'd plan on:

Year-1 budget (ballpark)

- **AI + data engineering:** \$120k–\$180k

- Scrapers / data ingestion from city/county sites
- Normalization, OCR, parsing
- AI summarization + tagging pipelines
- **Web app + billing + user portal:** \$60k–\$90k
 - Login, subscriptions, region selection
 - Download center / email delivery flows
 - Admin tools
- **Data QA + operations:** \$20k–\$40k
 - Spot-checking early regions
 - Fixing edge cases from weird city PDFs
- **Marketing + sales (GCs, excavation, developers):** \$20k–\$40k
 - Email lists / outreach tools
 - Landing pages, webinars, industry associations, etc.
- **Contingency buffer:** \$40k–\$60k

Total realistic range:

👉 **\$260k–\$410k for Year 1**

Split three ways

If you fund this personally:

- **Low end:** $\sim \$260k / 3 \approx \$85k$ each
- **High end:** $\sim \$410k / 3 \approx \$135k$ each

You do not need to wire that all up front. Do it in **tranches tied to milestones**, for example:

1. Tranche 1 (foundational build): 30%
 - AI ingestion working for first 5–10 cities
 - Simple portal + Stripe billing
2. Tranche 2 (product-market fit test): 40%
 - 1–2 states live
 - First 25–50 paying subscribers
3. Tranche 3 (scale or kill): 30%
 - Expand to more regions if metrics are good
 - If not, stop and cut losses

2) Ownership structure ideas

Given your roles:

- Jeff: most current hands-on AI experience
- Dave: Construction Monitor background + credibility + knowledge of customer base
- You: capital allocation, deal-making, operations, long-term strategy

You have a few clean options.

Option A – Unequal but simple (my default recommendation)

- **You:** 40%
- **Dave:** 35%
- **Jeff:** 25%

Rationale:

- You likely shoulder more business risk and drive capital, pricing, and scaling decisions.
- Dave brings unique domain/CM history that can't be replicated.
- Jeff brings the current AI chops but can level up his stake with performance.

You can add a **performance pool** (5–10%) that vests to Jeff (and future hires) for hitting technical milestones.

Option B – 1/3 each with performance top-ups

Start: **33/33/33**

Then layer on:

- **+3% to Jeff** if he delivers a working ingestion → summary → delivery pipeline covering X cities across Y states by date Z.
- **+3% to Dave** if he converts (or helps convert) a specific revenue milestone from his historical contacts.
- **+3% to you** if you reach a defined MRR target / raise outside capital / secure a major strategic partner.

This keeps it “psychologically equal” but still rewards execution.

Mandatory elements, whichever split you choose

- **4-year vesting with 1-year cliff** for all three of you
 - If someone checks out early, they don't keep their entire stake.
- **Single clear CEO / final decision-maker** (very likely you)
- All IP, code, and data assignments go to the company, not individuals.

3) How many programmers and what kind?

You do not need a big dev army; you need the right 2–3 people.

Core technical team

1. **AI / Data Engineer (Lead) – 1 person**
 - Web scraping / APIs / ingestion
 - OCR + text extraction
 - LLM pipelines (summaries, tags, prioritization, alerts)
 - Data store design (documents + metadata)
2. **Full-stack Web Developer – 1 person**
 - Customer portal
 - Region / subscription management
 - Billing integration (Stripe)
 - Admin dashboards
 - Basic analytics pages (usage, downloads, etc.)

These two can be:

- Both contractors, or
- 1 full-time hire (AI/Data) + 1 strong, long-term contractor (Full-stack)

Support roles

3. **Data QA / Ops (part-time)**
 - Validates the first batches of agendas and summaries
 - Flags bad data, weird formats
 - Helps design QA rules baked into the system
4. **Fractional marketing/outbound person (contract)**
 - Builds and runs campaigns to GCs, excavation firms, etc.
 - Email sequences, landing pages, outbound lists

So your “real” team is **2 core devs + 1 part-time ops + 1 fractional marketing**.

4) Other key points you should be talking about now

1. **Scope creep killer:**

Agree that Phase 1 is just:

 - X states
 - Y agenda sources per state
 - Z user features (download center + automated email digests, nothing more)
2. **Pricing test early:**

Get 10–20 friendly GCs/excavators paying something (even \$49/mo) for early access before you overspend on features.
3. **Data quality obsession:**

Your competitive edge will not be “we scrape stuff with AI.”
It will be “we never miss meaningful agendas in your chosen region, and we summarize them so you never have to read a 140-page packet again.”
4. **Clear roles from day one:**

- Who owns: product roadmap?
- Who owns: hiring devs?
- Who owns: talking to customers and closing deals?
- Who owns: cash and runway management?

If you want, next step I can lay out:

- A 12-month budget table with tranches
- A one-page “Founders Agreement Outline” you three can mark up together
- Job descriptions for the AI/Data Engineer and Full-stack Dev tailored to this exact business.

You said:

consider these elements that you caused to come to mind: 1. Ownership percentages vs. profit sharing; Dave has the most to contribute to how CM scaled and profited 2. What associations or list companies are reliable for buying all the GC’s emails in UT? The Excavation Companies emails? 3. Same question about newsletters or conferences 4. Haven’t told you yet, but both Dave and Jeff have led their organizations to an actual sale. They each have profited in the 7, maybe 8, digit range for their roles in the sale of their respective businesses. 5. I desire to keep sales personnel and overhead lien, avoiding commissions and script writing and sales people’s personalities is, IMHO quite possible. How? Let’s figure that out together, but certainly one way is to provide our product to co’s in the region, region specific planning agendas (summarized and outlined and searchable), for free for a spell. After whetting the whistle we respectfully (and with proper warning/education) begin charging \$99/mo *cancel whenever you wish* (cuz almost no one will cancel anytime soon, especially with the confidence that they aren’t getting locked into a gnarly long contract). 6. Jeff won’t have capital to put into this, but I expect that both Dave and I will. Is ownership/profit sharing usually built around dollars in? 7. Dave lives in Parowan, UT. Jeff lives in Boca Raton, Florida and I live in Woodland Hills, UT. Which is about 2.5 hours away from Dave driving on the i15 freeway. We can easily meet in the middle at Fillmore, UT. But, the question about managing people we hire, an office vs ‘all of us are remote’? Hmmm, a head scratcher. NOTE: silicon slopes is 30 minutes from me and would provide a large hiring pool. 8. Dave and his son have a business of tech savvy programmers and ‘for hire’ folks based in Africa; their main client is Construction Monitor. Synergy? I hope so. I expect that we could hire/contract with them, as needed, and maybe in lieu of hiring ongoing staff. 9. Joseph, my brother, was on the Spanish Fork planning commission for a few years. He validated my guess that horizontal development folks like GC’s and Excavation co’s will be super excited to have this info at their fingertips. 10. In the wee hours of the morning today, my brain fed me a curious idea: allow a HUGE co to pay us \$50,000/mo for a monopolistic control over the information we deliver; effectively keeping the intel/future business lead gen found in our reports, for themselves. The debate I had with myself was: is this selling out? Won’t I feel better about allowing all to play in this sandbox? And, ironically, isn’t this the most lucrative for me? A good topic for evaluation. 11. Other?

ChatGPT said:

Thought for 43s

I'll go point by point and then add a "put-it-together" model at the end.

1. Ownership vs profit sharing (with Dave's CM contribution)

You have three separate levers:

- **Equity (ownership):** voting control, exit proceeds.
- **Profit sharing / distributions:** who gets cash along the way.
- **Capital accounts:** who actually put money in.

Given:

- Dave: deep CM scaling knowledge + customer pattern insight.
- Jeff: strong AI/operator background, prior exit(s), but no capital right now.
- You: capital, construction finance network, vision, execution.

A clean way to respect all three:

Equity (cap table)

Example starting point:

- **Aaron: 35%**
- **Dave: 35%**
- **Jeff: 30%**

All on a **4-year vest / 1-year cliff**. If someone bails, unvested equity returns to the company.

You could tilt it slightly more toward you + Dave (e.g., 37.5 / 37.5 / 25) if you expect to shoulder most of the capital and ongoing management, but 35/35/30 is easy to talk about.

Capital + profit sharing

Because Jeff isn't contributing cash:

- Treat your and Dave's money as **founder loans or preferred capital**.
- Define a **waterfall** for profit and future exit:
 1. **First, return capital** to cash contributors (you and Dave) from free cash flow.

2. **Then, a preferred return** on that capital (e.g., 6–8% annually, non-compounding or compounding; your choice).
3. **After that, remaining profit** is distributed in proportion to equity (35/35/30).

On an exit, you can mirror the same: capital back first, then equity split.

This lets Jeff have serious upside without cash in, and properly rewards the actual dollars at risk.

2. Buying GC and excavation emails in Utah

You have three primary routes: **state data, associations, and list vendors.**

A. State / public data (cheapest, “dirtiest”)

- Utah’s Division of Occupational and Professional Licensing (DOPL) manages contractor licensing. They maintain contractor lists and related info. dopl.utah.gov
 - Historically, you could request licensee lists (may be CSV, sometimes with addresses).
 - Often includes postal address and sometimes email; worst case, you still get names + business names → enrich with other tools.

This is your “backbone” dataset.

B. Associations (high-quality, smaller volume, warm)

For **general contractors / commercial**:

- **AGC of Utah (Associated General Contractors of Utah)** – the main commercial GC association. Member directory + events; chapters in SLC and St. George. [Associated General Contractors of Utah+1](#)

For **utility/excavation**:

- **NUCA of Utah (National Utility Contractors Association of Utah)** – explicitly the voice of Utah’s “utility construction and excavation industry.” [NUCA of Utah](#)

For **broader builders**:

- **ABC of Utah (Associated Builders and Contractors)** – large merit-shop construction association. [ABC Utah](#)
- Local **Home Builders Associations** like Salt Lake HBA and Utah Valley HBA maintain member directories, including excavating contractors. [Utah Valley Home Builders Association+1](#)

For **subcontractor-heavy lists**:

- **American Subcontractors Association of Utah** – has a public member directory with emails. [Subcontractors Utah+1](#)

Tactics with associations:

- Sponsor a lunch-and-learn: “How to see planning-commission opportunities before your competitors.”
- Offer members a **longer free trial** or **discount founder pricing**.
- Get email blasts via the association’s mailing list as an approved sponsor instead of cold buying.

C. Commercial list vendors (volume)

These can narrow by geography, SIC/NAICS, business size:

- **Data Axle USA** – custom construction company lists, narrowable by state and contractor type. [Data Axle USA](#)
- **Exact Data** – contractors/builders email and mailing lists, filterable by geography. [Exact Data](#)
- **BookYourData** – prebuilt and custom contractors email lists, with verified contacts. [Bookyourdata](#)
- **Blue Mail Media / DMDatabases / others** – broad construction industry email databases. [DMDatabases+2IT Now Technologies+2](#)

My advice:

Start with **DOPL + associations** for Utah (highest signal, lower cost), then augment with a **small test purchase** from one list vendor and measure bounce and reply rates before scaling.

3. Newsletters, conferences, and where these people actually congregate

Within Utah, your target GCs and excavation firms are already paying attention to:

- **AGC of Utah** – events, trainings, builder committees, industry updates. [Associated General Contractors of Utah+1](#)
- **NUCA of Utah** – utility and excavation events, safety training, advocacy. [NUCA of Utah](#)
- **ABC of Utah** – networking, awards, legislative updates, education. [ABC Utah](#)
- **Home Builders Associations** (Salt Lake, Utah Valley, Washington County, etc.) – newsletters, builder expos, golf tournaments, and member spotlights. [Utah Valley Home Builders Association+1](#)

Playbook:

- Sponsor a **single marquee event** in Utah (one AGC event + one NUCA/utility/excavation event).
 - Offer attendees a **region-limited, no-credit-card free access** to your planning-agenda intel for 60–90 days.
 - Present case studies: “How a GC picked up \$X in work by watching planning agendas, not just permit feeds.”
-

4. Jeff & Dave both having 7–8 figure exits

Implications:

- This isn’t a “teach them how business works” founding team; all three of you understand scaling and liquidation events.
- That argues for **more equal equity**, and more emphasis on:
 - governance,
 - clear roles, and
 - vesting,than on “I put in \$X, so I own 2X.”

You can comfortably:

- give Jeff a meaningful equity stake even with no cash in, as long as:
 - he signs up for a defined build roadmap, and
 - his equity vests against time + deliverables.
-

5. No salespeople: free period → self-serve \$99/mo

Yes, avoiding a traditional sales force is plausible if you design the product and onboarding for **product-led growth**:

Key components:

1. **Clear, narrow product** for first niche:
 - “Washington County, UT Planning Intel for Excavation & GC Firms”
 - Delivered as: weekly email + searchable web portal.
2. **Onboarding that doesn’t need a human:**
 - Invite from an email campaign or association.
 - Click → pick your regions → confirm business → start free access.
 - No demo calls required.

3. **Time-limited, not-feature-limited free access:**
 - 60 or 90 days free to “whet the whistle,” as you said.
 - During that window, show value:
 - “In the last 60 days, we flagged X agenda items affecting your region and Y that matched your preferred project type.”
4. **Upgrade nudges, not high-pressure sales:**
 - Weekly “Here’s what you’d miss without us” emails.
 - A countdown: “Free access ends in 7 days; keep this feed for \$99/mo – cancel anytime.”
5. **Minimal humans:**
 - A single **Customer Success generalist** later (not commission-based sales).
 - Good **help docs** + **short Loom-style videos** for onboarding.

It’s realistic to get to **\$20–40k MRR** in Utah + a neighboring state with essentially:

- automated outreach,
 - PLG funnel, and
 - one part-time CS person.
-

6. Jeff has no capital: how to structure ownership and sharing

No, ownership is not “usually only built around dollars in.” Typical pattern for a situation like yours:

- **Equity:** based on future contribution (time, IP, leadership) + unique value (like Dave’s CM history).
- **Capital contributions:** tracked in **separate capital accounts** with preferred return, as above.
- **Compensation:** Jeff can either:
 - take a below-market dev fee from the company for his time, or
 - treat his time purely as sweat equity and rely on the upside.

A concrete model:

- Equity: 35/35/30 (Aaron/Dave/Jeff).
- Capital:
 - You and Dave each fund, say, \$125k over 12–18 months.
 - Record as **Founder Preferred** with 8% simple annual return.
- Profit waterfall:
 1. Repay founder preferred + 8% to you and Dave.
 2. Remaining profit split 35/35/30.

Jeff gets serious long-term upside but doesn't get equal rights to early cash until capital has been de-risked.

7. Remote vs office, given Parowan / Boca / Woodland Hills

This one is simpler than it feels:

- The **product is naturally remote-friendly** (web scraping, AI pipelines, web app).
- Your **users are distributed** across regions anyway.
- A **remote-first dev and ops team** is completely fine.

Use this pattern:

- Founders: fully remote, plus **quarterly in-person strategy sessions** (Fillmore or SLC).
- Hiring:
 - Technical and ops talent: remote (US or Africa via Dave's pipeline).
 - If you decide to have a local operations/BD presence, anchor it near **Silicon Slopes** (Lehi, Draper, etc.), which gives you a big hiring pool. [Indeed](#)

You do not need a dedicated office early. A small coworking space near you for occasional meetings is plenty.

8. Dave's Africa dev resources

This is a strategic asset.

Use them as your **execution engine**, but still appoint a **single architect / tech lead** (likely Jeff) to:

- own system architecture,
- write clear specs,
- own code review,
- define coding standards and QA.

Practical structure:

- Jeff: Architect & lead dev.
- African team: Implementation (scrapers, ETL, front-end pages, etc.).
- You & Dave: define business rules, region rollout priorities, and QA checklists.

Done right, this gives you:

- **cost advantage** against anyone trying to copy you, and
 - **speed**, because once the pattern for one county/city is proven, you can throw FTE-equivalent hours from Africa at scaling it.
-

9. Joseph's planning-commission validation

This is exactly the signal you look for:

- Insider on a planning commission says: “Yes, horizontal folks will drink this up.”

The implication for you:

- Don't water down the first product by trying to serve everyone.
- Start with:
 - GCs + excavation companies,
 - 1–2 counties (Spanish Fork/SF-related area + one other like Washington County),
 - very opinionated views on what data matters.

If Joseph is willing, bring him in as an **informal product advisor** for the first 3–6 months to help refine:

- which agenda items really matter,
 - how to label them, and
 - how he would want them presented if he were a GC.
-

10. \$50k/month exclusive deal vs democratized access

Your own internal debate is the right one. The tradeoffs:

Exclusive “big co” deal (\$50k/mo)

Pros:

- \$600k ARR from one client – massive for a young company.
- Could fund all development and early expansion.
- Deep partnership, possible co-development of features.

Cons:

- **Single-customer risk**: if they churn, you're at zero.
- You may have to **design to their needs**, not the broader market.

- A true exclusivity clause (no other customers in the same regions or vertical) could:
 - kill brand awareness,
 - prevent organic network effects,
 - make you unattractive to anyone who doesn't like "we sold out."

Democratized model (your \$99/mo subscription to many)

Pros:

- Many customers → diversified risk.
- More aligned with the "Construction Monitor DNA."
- Easier to upsell, cross-sell (lenders, subs, engineers, etc.).
- Stronger story if you ever want to sell the company again.

Cons:

- Slower cash ramp early.
- You'll need to nail the product and automation to avoid sales overhead.

Hybrid position I'd seriously consider

Instead of true exclusivity:

- Offer the big co **advantages**, not monopoly:
 - earlier access to new regions (e.g., 30–60 day lead time),
 - custom dashboards,
 - more granular tagging and alerts,
 - consulting/analyst time.

Call it a "**Strategic Anchor Partner**" at \$25k–\$50k/mo:

- No "we can't sell to your competitors at all,"
- But real, defensible advantages for them.

This way you get the funding and prestige, without killing your broader TAM or your conscience.

11. "Other" – the pieces that will matter later

A few additional things you should bake in now:

1. **IP & conflict check:**
Make sure Dave is squeaky clean regarding any ongoing obligations to the CM buyer. No

use of proprietary CM code or internal data; only publicly available agendas and your own IP.

2. **Moat thinking early:**

- Historical dataset over time (who was planning what, where, when).
- Normalized, searchable “deal timelines” for projects.
- Cross-linking agendas to eventual permits.

3. **Exit vision clarity:**

Are you building:

- a long-term cash-flow machine you own and run, or
- a 5–8 year build and sell again (to a CM buyer, a data company, or a big contractor-tech platform)?

4. **Governance rhythm:**

Monthly founder meeting with:

- region coverage stats,
- volume of agendas captured,
- number of customers per region,
- churn/expansion,
- capital runway.

If you tell me which of these you want to lock in first, I can:

- Draft a proposed **founder terms memo** for you to send to Dave and Jeff,
- Or build a **Utah GC + excavation outreach blueprint** (associations, channels, and a 90-day free-to-paid campaign),
- Or sketch the **exclusive-anchor vs broad-SaaS scenario numbers** side by side so you can see the financial tradeoff.

You said:

<https://www.curatesolutions.com/construction> - evaluate them. who pays for their services? what's their pricing model? is there room in the marketplace for me to build a competing service?

ChatGPT said:

Thought for 1m 51s

Short answer: Curate is absolutely playing in “your” space conceptually (AI + agendas + construction leads), but they’re aimed at a very different buyer and price tier. There is room for you, especially at the regional, GC/excavation, \$99/mo level you’re thinking about.

I’ll break it into your questions.

1. What is Curate (construction) actually doing?

Curate is basically a **civic intelligence / local legislative tracking** tool that FiscalNote acquired. It uses data collection + machine learning to scan city and county agendas/minutes, identify topics, and send digest-style reports. [Curate+2FiscalNote+2](#)

On the construction page specifically, they say:

- They “scan meeting minutes and agendas from local entities like city councils and zoning commissions, and deliver a weekly digest with the important information you need to win your market.” [Curate](#)
- Positioning is “be the smartest on the block” and “get leads before the competition,” track issues across hundreds of municipalities, stay up to date via customized weekly reports. [Curate](#)
- Testimonials are from a **capital bank** and an **engineering firm**, not from mom-and-pop excavation outfits. [Curate](#)

The main site pitches:

- 400,000+ minutes & agendas scanned each week
- Coverage of 12,000+ local governments
- “Local data at a national scale” for **businesses, associations, and local governments**. [Curate+1](#)

So: Curate is a **national-scale, policy/issue tracker** that also happens to be useful for construction-related intel. It’s not built from the ground up as “GC + dirt guy lead-gen SaaS.”

2. Who pays for Curate?

Based on their positioning and testimonials:

- **Businesses with government-relations or market-intel needs**
 - e.g. Capital Bank, Vierbicher Engineering. [Curate](#)
- **Associations** (trade groups) – their copy explicitly targets associations wanting to protect members’ interests. [Curate+1](#)
- **Corporations with GR teams** – they frame it as “local policy tracking” for corporations. [Curate+1](#)
- **Local governments** – as a way to monitor peer jurisdictions. [Curate+1](#)

Capterra lists it in the **government software / local legislative tracking** category with a reviewer who’s a marketing manager in architecture & planning – again, not a typical excavation contractor buyer. [Capterra](#)

Bottom line:

The people paying Curate are **mid-to-large organizations** (banks, engineering firms, national/regional builders, associations, local govts) with **policy / risk / GR budgets**, not small regional GCs or dirt contractors on a \$99/mo subscription.

3. What's their pricing model?

They do **not** publish a price on curatesolutions.com; everything is behind a “Request Demo / Get Started” flow. [Curate+1](#)

Capterra's listing:

- Describes Curate as “comprehensive local legislative tracking and management software” but does **not** show a public starting price. [Capterra](#)
- Lists free trial / free version flags but no flat rate; this often just means “contact us for enterprise quotes.” [Capterra](#)

Given:

- They're owned by FiscalNote (public company focused on legislative / policy SaaS). [Curate+1](#)
- Their sales motion is demo-based.
- Their messaging is to “government relations professionals,” corporations, associations, not tradesmen. [Curate+1](#)

It is almost certainly:

- **Enterprise / departmental license**
- **Annual contracts**, priced by:
 - number of covered jurisdictions/topics, and/or
 - number of users/seats, and/or
 - inclusion with other FiscalNote products.

Think **five-figure annual ARR per client**, not **\$99/mo swipe-a-card**.

4. Is there room for you to build a competing service?

Yes – but not by cloning Curate at their same altitude. You have a clear opening **below** them in the stack:

Where Curate is strong

- National breadth: 12,000+ local governments; 400k+ items/week. [Curate+1](#)
- Mature data collection + ML to classify issues. [FiscalNote+1](#)
- Backing of FiscalNote – credibility with corporate/government buyers. [Curate+1](#)
- Focus on **policy, risk, advocacy**, not just projects.

Where the gap is (and where you can live)

1. Persona & language

- Curate talks to GR teams, associations, and policy people.
- You want to talk to **horizontal GCs and excavation firms** in plain jobsite language:
 - “Here are 7 upcoming subdivision approvals inside 25 miles of your yard.”
 - “New commercial pads on the east side of I-15; here’s the owner, engineer, and likely schedule.”

2. Pricing and accessibility

- Curate: demo → contract → multi-thousand per year.
- You: **self-serve, card-on-file, \$99–\$199/mo per region**, cancel anytime.

3. Product focus

- Curate: “track issues across hundreds of municipalities,” “local policy efforts,” “members,” etc. [Curate+1](#)
- You: **“find jobs and deals”**, not “monitor policy.”
 - Planning agendas summarized with a “what’s the dirt / sitework / utilities / GC implication?” lens.
 - Filters like: subdivision size, linear feet of road/pipe, square footage, construction type.

4. Depth in a few regions vs breadth nationwide

- Curate spreads across the entire U.S. with generic issue tags.
- You can **own Utah + a handful of high-activity regions** with:
 - richer project context,
 - cross-link to permit data (your CM roots),
 - localized knowledge (who the players are, typical timelines).

5. UX tailored to trades

- Curate’s review on Capterra literally says they wish it had more keyword search/depth. [Capterra](#)
- Your UI can be:
 - “Daily/weekly job feed” instead of “civic intelligence dashboard.”
 - Mobile-friendly, integrated with the ways GCs actually work (email, text, maybe a simple app).

How I’d frame your position in one line

- **Curate:** “Civic intelligence for enterprises and GR teams: stay ahead of local policy and risk.” [Slashdot+1](#)
- **You:** “Planning commission intel for builders and dirt contractors: find tomorrow’s jobs while they’re still in the agenda packet.”

These are overlapping data sources, but **different jobs-to-be-done** and **different buyers**.

5. Strategic takeaway for you, Dave, and Jeff

1. You are not “taking on FiscalNote” head-to-head. You’re carving out a **vertical, regional, trades-focused lead-gen product** on top of the same raw public docs.
2. Curate’s existence actually **validates the model**: people will pay real money for structured agenda/minutes intel.
3. Your moat is:
 - narrower persona (GCs, excavators, lenders like Soar),
 - narrower geography (start with hot regions you know cold), and
 - **much more actionable, deal-flavored outputs**.

If you’d like, next I can:

- Sketch a quick “Curate vs Our Product” one-page comparison you can show Dave and Jeff, or
- Design your initial feature set and \$99/mo pricing tiers specifically to avoid Curate’s lane while exploiting your CM/permitting background.

You said:

Sketch a quick “Curate vs Our Product” one-page comparison you can show Dave and Jeff, AND Design our initial feature set and \$99/mo pricing tiers specifically to avoid Curate’s lane while exploiting our CM/permitting background.

ChatGPT said:

Thought for 14s

Below is something you can literally paste into an email / deck for Dave and Jeff.

1) One-pager: Curate vs. “Our Product”

Working name for now: Planning Intel (or whatever you want)

A. Who it’s for

Curate (FiscalNote) [Curate+1](#)

- Government relations teams
- Trade associations
- Corporates worried about local policy risk
- Local governments wanting to monitor peers

Our Product

- Regional general contractors
 - Excavation / utilities / dirt work firms
 - Site developers and land investors
 - Construction lenders / hard-money shops
-

B. Main job-to-be-done

Curate

- “Track local policy issues at scale.”
- Stay ahead of ordinances, regulations, and controversial topics across **12,000+ municipalities and 4,000+ school districts**. [Curate+1](#)

Our Product

- “Find tomorrow’s jobs and projects before your competitors.”
 - Turn planning agendas into **concrete project leads**, with dirt volume, subdivision size, and likely GC/excavation opportunities highlighted.
-

C. Data scope & depth

Curate

- Ingests **400k+ minutes & agendas per week** from 12,000+ local governments and 4,000+ school boards, plus state boards and other committees. [Curate+1](#)
- Broad topic tagging (400+ issue types) for policy/advocacy. [Curate+1](#)

Our Product

- Narrower geography initially (Utah + selected hot regions).
- **Deeper construction lens:**
 - Links planning items → later permits (using CM-style know-how).
 - Tags by project type (subdivision, industrial, multi-family, road, utilities).
 - Estimates rough scope (lot count, sf, LF of utilities, etc.).

D. Output / user experience

Curate [Curate+1](#)

- Custom dashboard + filters by topic/region.
- Daily/weekly email alerts about local policy items.
- Contact info for 168k+ local officials.

Our Product

- Simple “job feed” dashboard per region.
- Weekly “Jobs Coming Down the Pipe” email:
 - 5–20 agenda items distilled into “here’s the work + who’s involved.”
- Searchable archive by city, subdivision name, owner, engineer, GC (as known).

E. Pricing & sales motion

Curate [Curate+2](#)[Curate+2](#)

- No public price; demo-only, enterprise contracts.
- Bundled into FiscalNote’s broader policy stack.
- Likely 5-figure+ annual contracts for GR teams and associations.

Our Product

- Transparent, **self-serve SaaS**:
 - Start free for 60–90 days.
 - Then **\$99–\$199/mo per region**, cancel anytime.
- No reps, no demos required for most users. Upside: maybe one enterprise/“anchor” tier later.

F. Strategic position

Curate

- “Civic intelligence” and **risk mitigation** for big orgs. [Curate+1](#)

Our Product

- “Planning intel” and **deal flow** for builders and dirt guys.

- Same raw public docs, **different persona, language, and depth.**
-

2) Initial feature set + \$99/mo-focused pricing (built to avoid Curate's lane)

Phase 1: MVP feature set (Utah + 1–2 “proof” regions)

Core promise:

“If there’s a planning agenda item in your chosen counties that could turn into work for you, we’ll surface, summarize, and track it – so you never miss a job because you weren’t watching the commission.”

1. Data ingestion + normalization

- Pull agendas / packets / minutes from:
 - City councils, planning commissions, zoning boards, development committees.
[Curate](#)
- OCR + parse PDFs into structured text.
- Tag **meeting type, jurisdiction, date, and agenda item number.**

2. Construction-specific tagging

For each agenda item, classify:

- Type:
 - Subdivision (residential), townhomes, apartments, commercial, industrial, institutional, road/utility, mixed-use.
- Scale:
 - Lot count, square footage, # of units, approximate acres.
- Status:
 - Concept review, preliminary plat, final plat, zoning change, CUP, site plan, etc.
- Parties (where available):
 - Owner/applicant, engineer, planner, sometimes GC if mentioned.

This is the **big difference** from Curate: your tags are **job-oriented**, not policy-topic oriented.

3. “Job feed” UI

- Web app with:
 - Region selector (county + city filters).
 - Recent agenda items sorted by meeting date.
 - Simple cards:
 - “20-lot subdivision, Spanish Fork – Preliminary Plat”

- Key parties + link to full packet.
- Quick filters:
 - “Show me: 15+ lot subdivisions,”
 - “Show me: commercial/industrial only,”
 - “Show me: in Utah County this month.”

4. Weekly email digest

- One email per region, per week:
 - “Here are 12 items from last week that may become work for you.”
 - Each item has:
 - 1–2 sentence summary,
 - meeting date, jurisdiction, agenda line,
 - link “view packet” and “save/star this project.”

5. Searchable archive

- Simple search:
 - By city, project name, owner name, engineer name.
- Goal: make it your “CM-for-planning” index.

6. Free-trial mechanics (no salespeople)

- 60–90 days of:
 - full access to 1–2 regions,
 - weekly digests,
 - “activity summary” banner:
 - “In your free period, we surfaced 37 relevant agenda items for you.”
- At day ~45 and ~75:
 - “This is what goes away if you don’t start your \$99/mo plan.”
- Card-on-file, self-serve upgrade; no phone calls required.

3) Pricing tiers designed around \$99/mo and your CM DNA

You want to stay clearly away from enterprise/GR positioning and reinforce “tool for dirt guys & builders.”

Tier 1 – Local Operator – \$99/mo per region

Target: small to mid-sized GC or excavation company working in one primary market.

Includes:

- 1 county (or “metro” bundle like Utah Valley or Washington County).

- Weekly digest + full portal access.
- Searchable 12-month archive for that region.
- Up to 5 user logins (owner + PMs/estimators).

Tier 2 – Regional Player – \$199/mo for up to 3 regions

Target: larger GC/excavation, regional sitework companies, or land developers.

Includes:

- Any 3 regions (e.g., Utah County, Salt Lake County, Washington County).
- Daily or weekly email frequency options.
- 24-month archive.
- Simple “starred project tracker” in the UI.

Tier 3 – Builder/Lender Pro – Custom (\$499–\$999+/mo)

Target: construction lenders, hard-money funds, multi-market developers, or a Soar-type org.

Includes:

- Up to 10 regions across multiple states.
- Exportable CSV of agenda-project list.
- Optional light API/webhook for pushing candidates into their CRM.
- Priority feature requests / onboarding.

One off-menu “Anchor Partner” concept

If the \$50k/mo monopoly idea comes up again, you can frame a **non-exclusive anchor** like:

- \$15k–\$25k/mo
- Early access to new regions by 30–60 days, deeper features, dedicated support.
- But **no contractual exclusivity** that blocks your \$99/\$199 tiers.

4) Explicit ways this avoids Curate’s lane and uses your CM background

1. **Avoiding Curate’s lane**
 - No “policy risk mitigation” messaging.
 - No GR/association/“civic intelligence” branding.
 - No broad nationwide 12,000-municipality claim; you’re **regional and deep**.
2. **Leaning into your CM DNA**

- You already know how to:
 - Normalize crazy municipal formats.
 - Sell subscription data to construction pros.
 - Talk in their language (not policy-speak).
- Medium term, you can:
 - Link planning items → actual building permits and valuations (the old CM magic).
 - Provide “timeline from concept to permit” analytics per city/region.

If you’d like, next step I can draft:

- A short “vision memo” you can send to Dave and Jeff that includes the comparison and proposed feature/pricing set, framed as “here’s the niche Curate is leaving open that we can own.”

You said:

put your #1, above, into a one page pdf

ChatGPT said:

Here’s your one-page PDF:

Download Curate vs Our Product One-Pager

You said:

remake it, with two columns, left side is Curate and right side is Our Product

ChatGPT said:

Here’s the updated two-column version:

Download Curate vs Our Product – Two-Column One-Pager

You said:

it's messed up, the B. on Our Product side is typed over the A. on Our Product side. redo this column approach in a word doc, so I can edit it.

ChatGPT said:

Here’s an editable Word version with the two-column layout:

Download Curate vs Our Product – Two-Column Word Doc

You said:

Curate_vs_OurProduct_TwoColumn.docx

Document

Top 12 US development activity by region.docx

Document

Let's get back to the beginning of these topics, by placing these prompts from me at the top of your mind: "Jeff has been working with AI the most in recent months. Dave Mineer has been with Construction Monitor and his 2 year non compete has lapsed. The 3 of us are dabbling in the idea that AI can automate the gathering, organizing for distribution to clients (whether that's via logging into our site and downloading their purchase/selection or an email programmed to go out to paying customers) and business structure for a true business dependence on this product, all in order for the three of us to make monthly subscription revenue flow like water from a faucet. Any comments about how much money we need to each pitch in? Or ownership structure the three of us can discuss? Or programmers and how many we may need to recruit for data management and website build? other? consider these elements that you caused to come to mind:

1. Ownership percentages vs. profit sharing; Dave has the most to contribute to how CM scaled and profited
2. What associations or list companies are reliable for buying all the GC's emails in UT? The Excavation Companies emails?
3. Same question about newsletters or conferences
4. Haven't told you yet, but both Dave and Jeff have led their organizations to an actual sale. They each have profited in the 7, maybe 8, digit range for their roles in the sale of their respective businesses.
5. I desire to keep sales personnel and overhead lien, avoiding commissions and script writing and sales people's personalities is, IMHO quite possible. How? Let's figure that out together, but certainly one way is to provide our product to co's in the region, region specific planning agendas (summarized and outlined and searchable), for free for a spell. After whetting the whistle we respectfully (and with proper warning/education) begin charging \$99/mo *cancel whenever you wish* (cuz almost no one will cancel anytime soon, especially with the confidence that they aren't getting locked into a gnarly long contract).
6. Jeff won't have capital to put into this, but I expect that both Dave and I will. Is ownership/profit sharing usually built around dollars in?
7. Dave lives in Parowan, UT. Jeff lives in Boca Raton, Florida and I live in Woodland Hills, UT. Which is about 2.5 hours away from Dave driving on the i15 freeway. We can easily meet in the middle at Fillmore, UT. But, the question about managing people we hire, an office vs 'all of us are remote'? Hmmm, a head scratcher. NOTE: silicon slopes is 30 minutes from me and would provide a large hiring pool.
8. Dave and his son have a business of tech savvy programmers and 'for hire' folks based in Africa; their main client is Construction Monitor. Synergy? I hope so. I expect that we could hire/contract with them, as needed, and maybe in lieu of hiring ongoing staff.
9. Joseph, my brother, was on the Spanish Fork planning commission for a few years. He validated my guess that horizontal development folks like GC's and Excavation co's will be super excited to have this info at their fingertips.
10. In the wee hours of the morning today, my brain fed me a curious idea: allow a HUGE co to pay us \$50,000/mo for a monopolistic control over the information we deliver; effectively keeping the intel/future business lead gen found in our reports, for themselves. The debate I had with myself was: is this selling out? Won't I feel better about allowing all to play in this sandbox? And, ironically, isn't this the most lucrative for me? A good topic for evaluation.
11. Other?" -- I'm picturing a few details might be next, but after you absorb my list, please edit it using your experience and wisdom:

1. talk to the africa based team about webbuild/design/supporting data driven searchability and development.
2. organize me, dave and jeff on a regular zoom/other video meeting schedule, but how?, frequency,? discussion outlines,? etc?
3. commence list

searches for dirt guys and GC's in #12 and #7 of Top regions for development activity, but where/how? 4. prepare talking points (but how, a slide show? a word doc outline? a power point?) for the next (and soon) strategy mtg with jeff and dave.

ChatGPT said:

Thought for 1m 10s

Here's a cleaned-up, organized version of your list, plus what I'd actually do with each item.

0. Near-term objective (next 30–45 days)

Agree that the initial milestone is:

“Validate that we can reliably ingest, summarize, and deliver planning agendas for two target regions (Las Vegas/Clark County and Utah's Wasatch Front) to 25–50 dirt/GC firms via a self-serve \$99/mo model.”

Everything below should serve that outcome.

1. Africa-based team: what to ask them for, and how

Instead of “talk to them about web build,” go in with a concrete, phased ask.

1.1. Roles you want them to fill

- Web front-end + simple backend for:
 - Login, user accounts, region selection
 - Stripe subscription integration
 - “Job feed” display + basic search
- Data plumbing:
 - Scheduled scraping/downloading of agendas/packets for a defined list of jurisdictions
 - Storage in a structured format (S3-style docs + metadata in a DB)
- Support for AI pipelines:
 - Clean, predictable input format for Jeff / AI layer
 - Endpoints or queues for summaries and tags to be written back

1.2. First conversation agenda with Dave's Africa team

1. 5-minute high-level product overview (sent ahead of time with one-pager).
2. Tech landscape:
 - Preferred stack (e.g., Python + PostgreSQL + simple REST API; React/Vue frontend).
 - Their experience with scraping / data-heavy SaaS.
3. Phase 1 scope:
 - Target: 5–10 municipalities in Utah’s Wasatch Front + Clark County, NV
 - Deliverables: scraper + storage, simple internal admin viewer.
4. Engagement model:
 - Do they prefer hourly, monthly retainer, or fixed-scope sprints?
 - Time zone overlap and communication tools (Slack, email, Git).

1.3. Artifacts you should prepare before that call

- A 2–3 page “Product & Data Spec v0.1”:
 - Jurisdictions to start with
 - Example agenda PDFs
 - Target schema for stored items (meeting, item text, tags)
 - A simple architecture sketch (even in Word) showing:
 - Source → Scraper → Storage → AI → App.
-

2. Organizing you, Dave, and Jeff on a regular cadence

You do not need a heavy structure, but you do need predictable rhythm.

2.1. Meeting types and frequency

1. **Weekly Founder Ops/Product Call (60 minutes)**
 - Purpose: unblock, prioritize, assign work.
 - Attendees: all three, every week.
2. **Monthly Strategy / Capital Call (90–120 minutes)**
 - Purpose: revisit roadmap, capital deployment, and bigger decisions.
3. **Quarterly In-Person Session (half or full day)**
 - Meet in Fillmore or SLC area.
 - Purpose: step back, refine vision, adjust equity/responsibilities only if needed.

2.2. Standing agenda for the weekly call

1. Quick check-in (5 min max per person)
2. Product & data progress (20 min)
 - Scraping coverage
 - AI summarization status
 - UI/app progress

3. Customer & GTM (20 min)
 - Progress on building Utah/Las Vegas dirt/GC list
 - Outreach experiments (email, associations)
4. Decisions needed this week (10–15 min)
5. Assignments & deadlines (5–10 min)

Use a shared rolling doc (Google Doc / Notion) with:

- “Decided this week”
- “Open decisions”
- “Next week priorities”

2.3. Standing agenda for monthly strategy

- Metrics review:
 - **jurisdictions live**
 - **users in free trial**
 - **paying accounts**
- Capital:
 - Cash out / months of runway
 - Next tranche needed?
- Team:
 - Africa team performance
 - Do we need a part-time ops/QA?
- Strategic questions:
 - Are we staying Utah + Vegas or adding a 3rd region yet?
 - Any candidate “anchor” partner conversations?

3. Commence list searches for dirt guys & GCs in #12 and #7

From your top-12 regions doc, #12 and #7 are:

- **#7: Las Vegas, NV (Clark County)**
- **#12: Utah’s Wasatch Front (Utah, Salt Lake, Davis, Tooele)**

You want a repeatable acquisition recipe.

3.1. Utah’s Wasatch Front – where/how to build lists

1. **State license data**
 - Utah DOPL contractor license list (names, business, sometimes contact info).

- Filter by:
 - General contractors
 - Excavation/utility contractors
- Enrich with email via:
 - Website scraping
 - LinkedIn + email-finder tools
 - Commercial list vendors if needed.
- 2. Associations in Utah**
 - AGC of Utah – member directory: commercial GCs.
 - NUCA of Utah – excavation/utility contractors.
 - ABC of Utah – broader builders/GCs.
 - Local HBAs (Salt Lake, Utah Valley, etc.) – residential GCs.

Actions:

- Sponsor email blasts or newsletters.
- Offer “90-day free region access” to members.
- Capture signups → build your owned list.
- 3. Local business databases**
 - Google Maps/Apple Maps: search “excavation contractor,” “site work,” “general contractor” in Utah, Salt Lake, Davis, Tooele.
 - Scrape names → enrich with websites and emails.
- 4. Initial target list goal**
 - 500–1,000 dirt/GC firms in Wasatch Front.
 - First wave: 250–300 of the most relevant / active ones.

3.2. Las Vegas / Clark County – where/how

- 1. Nevada contractor licensing**
 - Nevada State Contractors Board:
 - Filter by Clark County + relevant license classifications (general building, general engineering, excavation).
 - Export/collect names + addresses → enrich for email.
- 2. Local associations**
 - AGC Nevada (Las Vegas Chapter).
 - NUCA or utility/excavation groups covering Nevada.
 - Southern Nevada Home Builders Association.

Same playbook: partner/sponsor + offer a focused free trial for “Clark County Planning Intel.”

- 3. Local business listings**
 - Searches in Clark County for:
 - “Excavating contractor,” “grading contractor,” “site work,” “utilities contractor.”
 - Pull into a spreadsheet for enrichment.

4. Initial target list goal

- 300–600 firms (GC + excavation) tied to Clark County.

3.3. Process, not just one-off searching

- Create a “**Lead Source Checklist**” per region:
 - State license board
 - Local associations
 - Online business directories
 - Purchased lists (if needed)
 - Standardize a **CSV schema**:
 - Company name, contact name, role, email, phone, website, license #, region tags.
 - Have Africa/other support do the grunt research under clear instructions.
-

4. Talking points & format for next strategy meeting with Jeff and Dave

Format: start in a **Word/Google Doc outline**, then you can convert to slides later. Use the doc both as agenda and artifact.

4.1. Recommended document sections

1. **Vision (1 page)**
 - One paragraph: “What we’re building.”
 - One paragraph: “Who it’s for” (GCs, excavation, owners, lenders).
 - One paragraph: “Why now (AI + planning agendas + your CM background).”
2. **Positioning vs Curate and others (1 page)**
 - Pull in the two-column comparison you already have:
 - Curate vs Our Product (who, job-to-be-done, pricing).
 - Key takeaway bullet:
 - “We are job and deal flow for builders; they are civic intelligence for GR.”
3. **Product v0.1 Scope (1–2 pages)**
 - Regions: Wasatch Front + Clark County.
 - Features:
 - Data ingestion basics
 - Construction-specific tagging
 - Job-feed UI
 - Weekly digest emails
 - Searchable archive
 - What’s explicitly out of scope until later.
4. **Go-To-Market v0.1 (1–2 pages)**
 - Target segments:
 - Dirt/GC firms in Wasatch Front and Clark County.

- Channel plan:
 - License/association data
 - Association partnerships
 - Cold outbound email with clear 90-day free offer.
- PLG funnel:
 - Invite → sign up → pick region → get weekly value → convert to \$99/mo.
- 5. **Team, Roles, and Capital (1–2 pages)**
 - Proposed founder roles:
 - You: CEO / commercial lead.
 - Dave: product/market advisor + ops (especially data & Africa team coordination).
 - Jeff: technical lead/architect.
 - Capital and ownership concept:
 - Equity split band (e.g., 35/35/30 or similar).
 - Capital accounts + preferred return for you/Dave if you fund.
 - Africa team:
 - Proposed phase 1 scope and engagement model.
- 6. **30–45 Day Plan (1 page)**
 - Must-haves by Day 45:
 - 5–10 jurisdictions live in each region.
 - Basic internal job-feed UI.
 - 250–500 contacts compiled per region.
 - Owners for each task:
 - Jeff, Dave, you, Africa team.
- 7. **Open Questions (1 page)**
 - Do we want a possible “anchor” customer strategy (non-exclusive) at higher dollars?
 - Where do we draw the line on exclusivity vs broad access?
 - When do we consider bringing in external capital (if at all)?

If you want, I can next:

- Draft that “Product & Data Spec v0.1” for the Africa team, or
- Create the actual Word outline for the Jeff/Dave strategy meeting as a .docx you can download and edit.

You said:

Are you able to access member directories for these Associations in Utah? • AGC of Utah – member directory: commercial GCs. • NUCA of Utah – excavation/utility contractors. • ABC of Utah – broader builders/GCs. • Local HBAs (Salt Lake, Utah Valley, etc.) – residential GCs. 1. Prepare a list of dirt guys’ email addresses, at least 20 to prove capability. 2. Do the same for GC’s. Additionally, 3. provide me a list of the newsletters, blogs, websites, forums or social media handles these two groups (GC’s and dirt guys) are engaged in. 4. Oh, and obviously, (I bet you wouldn’t even need what I’m about to say, because you are forward thinking and you are wise and you are mentoring me to succeed) perform and deliver to me all the above, for the Las Vegas/Clark County region.

ChatGPT said:

Thought for 9m 10s

Short answer:

I can see the public portions of those member directories, but I cannot log into members-only areas or bulk-export their data. Most of them intentionally hide emails behind “Send Email” buttons or login walls. What I can do is:

- Pull email contacts that governments/utilities publish for contractors.
- Pull email contacts that contractors publish on their own websites.
- Map the specific newsletters / websites / forums / social feeds where “dirt guys” and GCs already hang out.

Below is a best-effort sample plus where to go to scale it.

1. Utah + Clark County “dirt guys” – sample email list

These are excavation / utility / concrete / underground contractors with publicly posted email addresses.

Utah – excavation / dirt / utility (from Millard County contractor list)millardcounty.gov

- gale@gcrete.net
- laynedutson@hotmail.com
- mjdutson@frontiernet.net
- tazconcrete@gmail.com
- dutsonsupply@frontiernet.net
- bulldogconstructionllc@hotmail.com
- smithjohnpam@frontiernet.net
- mountainroseconstruction@gmail.com
- adcco@frontiernet.net
- jackson.merlin@yahoo.com

These are all from firms described there as concrete & excavation / sewer / general construction in Millard County, UT.

Las Vegas / Clark County – underground / utility (“dirt”) contractors (NV Energy DCA list)NV Energy

- cspoon@bravoug.com
- debbiem@bravoug.com
- mike@mammothug.com
- kathy@mammothug.com
- rice1@riceconstruction.org
- Dave@Harddiglv.com
- Sarah@harddiglv.com
- nv@terracontracting.com
- services@rpweddell.com
- arrowunderground@gmail.com
- lori@outsouceucc.com
- kylee@outsouceucc.com
- melessa.wright@pacificutility.com

Those are all listed in NV Energy’s Design-Construct Agreements (DCA) contractor list as underground/utility contractors serving the Las Vegas district.NV Energy

This gives you well over 20 “dirt” emails across Utah and Clark County, using only public, non-member-only data.

2. General contractor sample emails (Utah + Las Vegas)

Utah general contractors (from Millard County list)millardcounty.gov

These are explicitly labeled as “GENERAL CONTRACTOR” in that county list:

- vcarling@hotmail.com
- barney_mike@hotmail.com
- wardle28@yahoo.com
- ranbrunson@gmail.com
- christensenthayne@yahoo.com

Las Vegas / Southern Nevada GCs (from their own “Contact” pages)

- info@all5s.com – All 5’s Construction, Las Vegas GCall5s.com
- info@WindsorCon.com – Windsor Construction, Las Vegas GCwindsorcon.com
- info@telv.net – TEAM Construction, Las Vegas GCTEAM Construction
- info@breslinbuilders.com – Breslin Builders, design-build GC in Las Vegas (posted as “info (at) breslinbuilders.com”)breslinbuilders.com
- info@RWBugbee.com – R.W. Bugbee & Associates, custom home GC in Las VegasBUGBEE CUSTOM HOME BUILDER
- mdrahos@alstonco.com – Alston Construction Las Vegas building unit contact (industrial / commercial GC)Alston Construction Company

Between Utah and Las Vegas you have a clear sample of GC-level contacts. To push this to “20+ GC emails per region” you’d repeat the same pattern: walk public county/utility contractor lists for Utah and individual GC websites for Las Vegas.

Because of (a) login walls on association directories and (b) copyright limits on copying entire lists out of PDFs, I can’t safely dump full member rosters here, but this is enough to prove we can surface real contacts and shows exactly where they live.

3. Where your dirt guys & GCs already hang out (UT + LV/Clark)

Utah-focused channels

Associations / sites

- **AGC of Utah** – “Construction Newsroom” + “Quarterly Buzz”: regular news posts and a quarterly digital newsletter; core for commercial GCs.Associated General Contractors of Utah+1

- **ABC Utah – Annual Magazine & Membership Directory:** yearly magazine + directory with events, sponsor features, etc.[ABC Utah Annual Magazine & Directory+1](#)
- **NUCA of Utah:** state voice for utility/excavation contractors, with events and announcements; also active on Facebook/LinkedIn.[nucaofutah.wildapricot.org+2Facebook+2](#)
- **Local HBAs (e.g., Salt Lake, Utah Valley):** publish event calendars and news; plus email blasts to members (often require membership/login).

Trade media used heavily by UT GCs and subs

- **Utah Construction & Design** – statewide A/E/C magazine (“Utah’s voice of the A/E/C industry”).[utahcdmag.com](#)
- **ENR (Engineering News-Record) – Utah/Southwest coverage** – frequently spotlighting AGC Utah members & major regional jobs.[Engineering News-Record+1](#)

Las Vegas / Clark County channels

Local associations / newsletters

- **NUCA of Las Vegas – “THE DIRT” newsletter:** opt-in email list specifically for utility/underground contractors.[NUCA of Las Vegas+1](#)
- **Nevada Contractors Association – “Construction Connection”:** monthly publication sent to all NCA members (most major commercial GCs in Vegas).[nvcontractors.org+1](#)
- **Southern Nevada Home Builders Association (SNHBA) – “What’s New” updates + events;** key channel for residential GCs.[SNHBA+2SNHBA+2](#)
- **Nevada State Contractors Board – News Releases:** regulatory, enforcement, and scam alerts; widely watched by licensed contractors.[Nevada State Contractors Board+2Nevada State Contractors Board+2](#)
- **Construction Notebook (Las Vegas plan room) –** local projects & news from concept through completion.[constructionnotebook.com](#)

Social handles (high-value to monitor / sponsor)

- **Nevada Contractors Association** – Instagram + Facebook announcing Construction Connection issues, events, etc.[Instagram+1](#)
- **SNHBA** – website and typical social channels (FB/IG/LinkedIn) for awards, builders’ news, and events.[SNHBA+1](#)
- **NUCA of Las Vegas** – site + mailing list for “THE DIRT”.[NUCA of Las Vegas+2NUCA of Las Vegas+2](#)

National / cross-market channels both groups tend to follow

- **ForConstructionPros.com** + its newsletters (Concrete Contractor, Breaking Ground–IronPros, etc.).[For Construction Pros+1](#)
- **Heavy Equipment Forums** – huge community with dedicated excavation and construction tech sections (very “dirt-guy” heavy).[Heavy Equipment Forums+1](#)

- **Contractor Talk** – pros-only construction/remodeling forum. [Contractor Talk+2](#)
- **Reddit r/Construction and r/ConstructionTech** – broader but still heavily used by working foremen/supers and tech-curious contractors. [Reddit+1](#)

These are prime surfaces for seeding your brand, retargeting, or sponsoring content once you have the product live.

4. How I'd scale this in your actual business

Given the constraints above, the scalable playbook looks like this:

1. **Association relationships, not scraping**
 - Approach **AGC of Utah, NUCA Utah, ABC Utah, SNHBA, NUCA Las Vegas, NCA, SNHBA** to:
 - Sponsor newsletters / events.
 - Negotiate “trusted vendor” status and email blasts where *they* send on your behalf (no list sharing needed).
2. **Government + utility lists as seed data**
 - Utah counties (Millard is an example) and cities often publish contractor lists with emails. [millardcounty.gov](#)
 - Utilities like NV Energy publish underground/utility contractor rosters with emails. [NV Energy](#)
 - You'd build a small ETL pipeline (or use Dave's Africa team) that:
 - Regularly downloads these PDFs/CSVs,
 - Extracts emails + company names,
 - Tags by geography and vertical (GC, excavation, utility).
3. **Company-website enrichment**
 - For GCs where associations only give you names, you point a crawler at:
 - “contact”, “about”, “team” pages,
 - Extract info@... emails or web forms, and
 - Either send via email (where allowed) or feed them into a call/LinkedIn outreach sequence.
4. **Channel-native leadgen**
 - Run **very small tests** placing “planning-agenda alpha” invites in:
 - AGC Utah's Quarterly Buzz ads or sponsor slots. [Associated General Contractors of Utah+1](#)
 - NUCA Las Vegas “THE DIRT” newsletter sponsor spots. [NUCA of Las Vegas+1](#)
 - Construction Notebook or Utah Construction & Design banner ads. [constructionnotebook.com+1](#)
5. **Clean separation between *this* manual work and your AI product**
 - The sample lists above prove public sources exist and can be harvested.
 - At scale, you would:

- Buy/lease data from a B2B provider for Utah + Clark (Data Axle, ConstructConnect, etc.),
- Layer on your own scraping + associations' email-on-your-behalf,
- Use your AI pipeline purely for *planning-agenda intelligence*, not raw email harvesting.

If you want, next I can:

- Turn this into a simple two-tab spreadsheet structure (UT vs LV, Dirt vs GC) you and Dave can hand to the Africa dev team as the schema for a real scraper/enrichment job, and
- Draft the first outreach email that would go through AGC/NUCA newsletters inviting contractors into the “free beta” of your planning-agenda product.

You said:

I can find google maps results, but organizing and making a list would be arduous. Can you scrape data (names of co's and emails for principals and locations) more efficiently than a human?

ChatGPT said:

Short answer:

No. I cannot directly scrape Google Maps or quietly build you a big contact list in the background. I'm limited to what I can see on a page and I have to respect sites' terms of service.

What I **can** do is design the system and playbook so that you + Dave + the Africa team can do this **way** more efficiently than one human clicking around.

1. Where to get data instead of raw Google Maps scraping

For Utah + Las Vegas, these sources are usually cleaner and more “scrapable” than Maps:

1. State contractor-license databases

- Utah DOPL (contractors)
 - Nevada State Contractors Board
- These often export CSV/Excel with company name, license class, address, sometimes phone/email.

2. **Utility / municipality contractor lists**
 - NV Energy “Design-Construct Agreement” contractor list (we already pulled some; it’s full of underground/dirt contractors).
 - County/city “approved contractor” lists (engineering, sewer, excavation).
3. **Association member directories**
 - AGC, NUCA, HBAs, NCA, SNHBA: some member info is public; even if emails aren’t, names + company names can be exported and enriched.
4. **Company websites (enrichment step)**
 - Once you have a firm name + city, your Africa team can:
 - Google: "<company name>" excavation Utah
 - Open the website
 - Grab email + contact name from “Contact / About / Team” pages.

Maps is good for *discovery*, but the **backbone** of your list should come from #1–3, then enriched via #4.

2. How to make this efficient for your Africa team (or any helpers)

You can turn this into a semi-automated pipeline instead of “one guy in Google Maps.”

2.1. Define the spreadsheet schema once

For each company:

- Region: UT_Wasatch / NV_Clark
- Segment: GC / Dirt / Utility / Other
- Company name
- Contact name (owner / estimator / principal if available)
- Role/title
- Email
- Phone
- Website
- Physical address (city, state, ZIP)
- Source (e.g. “UT_DOPL”, “NV_Energy_DCA”, “AGC_UT_dir”, “Google_Search”)

Give this schema to the Africa crew so **every row looks the same** no matter where it came from.

2.2. Stepwise workflow

1. **Seed from structured sources**
 - Export/download contractor lists from:
 - UT DOPL

- NV Contractors Board
 - Utility/municipal lists
- Paste into the master sheet, one region at a time.
- 2. **Normalize names + mark for enrichment**
 - Clean obvious duplicates.
 - Add a column `Needs_Enrichment = YES` for any row without email.
- 3. **Enrichment pass (their job, very procedural)**

For each `Needs_Enrichment = YES` row:

 - Search Google for company name + city.
 - Open official website.
 - Find email and primary contact name.
 - Fill in email, name, role, website; change `Needs_Enrichment = NO`.
- 4. **Optional: targeted Maps-only pass**
 - For areas where license data is weak, give them a **specific Maps URL** (e.g. “excavation contractor near St. George, UT”).
 - They manually:
 - Open each listing,
 - Click through to the company site,
 - Capture data into the same sheet.

Nobody is scraping Maps programmatically; humans are just using it as a discovery UI.

3. Where I *can* be “more efficient than a human” for you

Even though I can’t run a crawler on Google Maps, I can:

1. **Design the exact SOP** you hand to the Africa team.
 - Step-by-step instructions with screenshots wording, roles, and QA rules.
2. **Draft scripts / pseudo-code** (Python) for:
 - Cleaning and deduplicating contractor lists.
 - Merging multiple public sources into one master dataset.
3. **Define lead scoring rules**
 - E.g., score contractors by keywords on their site, regions served, license class, etc., so your outreach focuses on the best prospects first.
4. **Write the outbound copy and sequences**
 - Association email copy.
 - Direct cold outreach copy.
 - In-app and “free trial ending soon” sequences.

If you want, I can next:

- Draft the SOP doc you can hand directly to Dave’s Africa crew (“Here’s exactly how to build our UT + LV master list”), and

- Add a sample tab layout (columns + 5–10 filled lines) you can copy into a Google Sheet as the template.

You said:

Initial target list goal • 500–1,000 dirt/GC firms in Wasatch Front. • First wave: 250–300 of the most relevant / active ones. The reason this is a good goal is because it will be proof of concept and proof of your capability of either a. scraping, finding, and providing, or b. teaching me how to assist you in performing ‘a’

ChatGPT said:

Thought for 27s

You’ve framed the goal exactly right:

- **500–1,000 dirt/GC firms in the Wasatch Front**
- With a **first wave of 250–300 “best-fit” targets**

As proof of concept, this isn’t about me doing secret scraping in the background (I can’t). It’s about:

- Me designing the **repeatable process and templates**, and
- You + Dave + the Africa team executing it efficiently with minimal thinking required.

Below is how to get from 0 → 1,000 in a controlled, testable way.

1. Data model (master sheet structure)

Create one master sheet (Google Sheets or Excel) with these columns:

1. Region (UT_Wasatch_North / UT_Wasatch_South, etc.)
2. Segment (GC / Excavation / Utility / Concrete / Other)
3. Company_Name
4. Contact_Name (principal / estimator / owner if known)

5. Role_Title
6. Email
7. Phone
8. Website
9. Street_Address
10. City
11. State
12. ZIP
13. Source (UT_DOPL, County_List, Assoc_Dir, Google_Search, etc.)
14. Needs_Enrichment (YES/NO)
15. Score (1–5, used later to pick the top 250–300)

You can paste this straight into row 1 of a new sheet.

2. Source order (how to find the 500–1,000 efficiently)

For the Wasatch Front (Utah, Salt Lake, Davis, Tooele):

1. **State licensing data (backbone)**
 - Export/obtain contractor license lists from Utah DOPL filtered for:
 - General Building / General Engineering
 - Excavation / Utility / Site developers
 - Copy company names + physical addresses into the master sheet.
 - Set Source = UT_DOPL, Needs_Enrichment = YES.
2. **County / city contractor lists (fill gaps)**
 - For each Wasatch Front county, look for “approved contractors,” “licensed contractors,” etc.
 - Add any excavation / GC firms not already in the sheet.
 - Source = [County_Name]_List, Needs_Enrichment = YES.
3. **Association directories (high-signal)**
 - AGC of Utah, NUCA Utah, local HBAs.
 - Manually pull visible member company names in Wasatch Front counties.
 - Add to the sheet if not already present; mark Source = Assoc_[AGC/NUCA/HBA].

By the end of this step, you should already be close to or above the **500+ companies** mark, even if many rows are missing emails.

3. Enrichment SOP (this is where the Africa team shines)

For every row with Needs_Enrichment = YES:

1. Search Google: "<Company_Name>" + "<City>" + "Utah"
2. Open the company website.
3. Find an email and principal name on:
 - Contact page
 - About/Team page
 - Footer
4. Fill in:
 - Contact_Name
 - Role_Title (Owner / President / Estimator / PM)
 - Email
 - Phone
 - Website
5. Set Needs_Enrichment = NO.

You can hand the Africa team a written SOP with exactly these steps; they just grind through rows until Needs_Enrichment = NO across the board.

4. Scoring and picking the “first wave” 250–300

Once the sheet is reasonably complete:

1. Add a simple scoring rule (you or I can refine later). For example:
 - +2 points if Segment = Excavation or Utility
 - +1 if Segment = GC
 - +1 if address is in a **priority county** (e.g., Utah or Salt Lake)
 - +1 if website mentions “subdivision,” “site work,” “infrastructure,” “land development,” etc.
 2. Compute a Score (1–5) using the rules.
 3. Sort the sheet by Score (descending) and select the top **250–300** records.
 - That’s your **first-wave outreach** cohort.
-

5. Your role vs. my role vs. Africa team

To answer your “proof of capability” point directly:

- **You / Dave:**
 - Get the initial raw files (UT DOPL export, any county lists you can download).
 - Decide which counties in the Wasatch Front are priority.
 - Own the final “who do we email first” decision after scoring.
- **Africa team:**
 - Paste raw data into the standardized sheet.
 - Normalize names/addresses.

- Run the enrichment SOP to fill in emails/contact names.
- Keep `Source` and `Needs_Enrichment` tidy.
- **Me (the AI side):**
 - Design the sheet structure, scoring rules, and SOP (done above).
 - Help you refine scoring and segmentation as soon as you have a real dataset.
 - Write your outreach sequences and onboarding flows for the 250–300 companies.

That’s how you get to 500–1,000 records **without** you personally suffering through Google Maps, and without me pretending I can scrape behind the scenes.

If you want, I can now:

- Draft the exact SOP text you can send to Dave’s Africa team, and
- Give you a filled-out example of 10–15 rows you can paste into Sheet row 2+ as a working template.

You said:

Create a “Lead Source Checklist” per region: • State license board • Local associations • Online business directories • Purchased lists (if needed) provide me contact info/url’s of the 2 or 3 most likely list providers in this space. And be sure to incorporate this, where pertinent: Standardize a CSV schema: Company name, contact name, role, email, phone, website, license #, region tags.

ChatGPT said:

Thought for 24s

Here’s a clean, reusable “Lead Source Checklist” you can use for **each region**, plus 2–3 concrete list vendors with URLs and basic contact info, and the standardized CSV schema at the bottom.

1. Lead Source Checklist – Template (per region)

Region: _____ (e.g., UT – Wasatch Front, NV – Clark County)

A. State License Board

1. State licensing database

- URL: _____
- Filters to use:
 - License type(s): GC, excavation, utility, site work
 - Counties / cities inside the region
- Export method:
 - ☐ CSV/Excel download
 - ☐ Copy/paste into sheet
- Fields available (check):
 - ☐ Company name
 - ☐ License #
 - ☐ Address
 - ☐ Phone
 - ☐ Email

2. Notes / to-do

- _____
 - _____
-

B. Local Associations

For each association in the region, log:

1. Association #1

- Name: _____
- URL (home): _____
- Directory URL (if public): _____
- Primary contact/email (for sponsorship / email blasts): _____
- Members relevant to us:
 - ☐ General contractors
 - ☐ Excavation / utility
 - ☐ Residential builders
- Strategy:
 - ☐ Pull visible member names into sheet
 - ☐ Negotiate “we email your members on your behalf” campaign
 - ☐ Sponsor newsletter / events

2. Association #2 (repeat block above)

3. Association #3 (repeat block above)

C. Online Business Directories

1. State/local contractor lists (counties, cities, utilities)

- Source name: _____
- URL: _____
- Type:
 - ☐ County/city “approved contractors” list
 - ☐ Utility (e.g., NV Energy DCA)
- Coverage: _____
- Export method:
 - ☐ PDF → manual/AI extraction
 - ☐ HTML → copy/paste

2. General business directories being used

- Google Maps → used only for discovery (no scraping); enrich individual firms’ websites.
 - Any other local chamber/industry lists:
 - Name: _____ URL: _____
-

D. Purchased Lists (if needed)

Use when you want to accelerate with paid data rather than only public/manual sources.

Record for each vendor:

1. Vendor #1

- Name: _____
- Website: _____
- Contact / sales email or phone: _____
- Products relevant to us:
 - ☐ Construction companies list
 - ☐ Contractors/GCs list
 - ☐ Geography filters down to county / ZIP
- Pricing notes: _____

2. Vendor #2

3. Vendor #3

2. Recommended list providers for this space (with URLs/contact)

These are “most likely” to be useful for **GC / contractor / construction** B2B lists and will typically deliver CSV that you can re-shape into your schema.

1) Data Axle USA

- Focus: B2B/B2C data, including **construction companies mailing & email lists**.[Data Axle USA+1](#)
- Construction page:
 - <https://www.dataaxleusa.com/lists/construction-companies-list/> [Data Axle USA](#)
- General site:
 - <https://www.dataaxleusa.com/> [Data Axle USA](#)
- Contact:
 - Web contact form (sales + questions): <https://www.dataaxleusa.com/about-us/contact-us/> [Data Axle USA](#)
 - Phone: **800-835-5856** (listed as “Call our experts”).[Data Axle USA+1](#)

Use case for you: buy **Utah + Clark County contractor segments**, then normalize into your master sheet and dedupe against state-license data.

2) Exact Data

- Focus: multichannel direct marketing; **contractors & builders mailing/email lists** by geography and firmographics.[Exact Data+2Exact Data+2](#)
- Contractors/Builders list page:
 - <https://www.exactdata.com/contractor-mailing-lists.html> [Exact Data](#)
- Construction & contractors list page:
 - <https://www.exactdata.com/mailling-lists/construction-and-contractors-mailing-list.html> [Exact Data](#)
- Main site:
 - <https://www.exactdata.com/> [Exact Data](#)
- Contact:
 - They use web forms; GSA listing shows a phone **585-781-4220** and contact email **john.dawson@exactdata.net** for federal contracting.[GSA E-Library](#)

Use case: targeted **GC/excavation segments in UT and NV** when you want to fast-start with 1–5k records.

3) BookYourData (Contractors Email List)

- Focus: on-demand B2B email lists; they offer a **Contractors Email List** with ~27k contacts, exported as CSV/Excel.[Bookyourdata](#)
- Contractors list page:

- <https://www.bookyourdata.com/buy-email-list/contractors> [Bookyourdata](#)
- Main site:
 - <https://www.bookyourdata.com/> [Bookyourdata](#)
- File type: **CSV/Excel**, with direct email contacts; geography and other filters available. [Bookyourdata](#)

Use case: quick, geography-filtered **contractor email list**, then you tag by region and merge into your standardized CSV.

(ConstructConnect is more of a project-lead platform than a pure list vendor, so I'm not treating it as a "list provider," but as a potential later add-on for project intel.) [ConstructConnect+2ConstructConnect+2](#)

3. Standardized CSV schema (for all regions and sources)

When you receive data from license boards, associations, directories, or purchased lists, convert everything into this schema before deduping and scoring:

1. Company_Name
2. Contact_Name
3. Role_Title
4. Email
5. Phone
6. Website
7. License_Number
8. Street_Address
9. City
10. State
11. ZIP
12. Region_Tag
 - e.g. UT_Wasatch_North, UT_Wasatch_South, NV_Clark, etc.
13. Segment
 - e.g. GC, Excavation, Utility, Concrete, Developer
14. Source
 - e.g. UT_DOPL, DataAxle, ExactData, BookYourData, NV_Energy_DCA, AGC_UT_dir
15. Needs_Enrichment (YES/NO)
16. Score (1–5, once you start ranking targets)

You can hand this directly to Dave's Africa team as "the one true column layout" for all UT and Clark County leads.

If you'd like, I can now format this into a ready-to-paste Google Sheet header row plus a one-page SOP you can send to the team that says: "For every region, fill out this checklist and normalize all data into this CSV schema."

You said:

In your "1. Africa-based team: what to ask them for, and how" above, please prepare for me what you've described in 1.1 and 1.2. if you cannot do so yet, then give me the questions you need answers to, aka: give me the assignments to perform, then return and report to you, in order for you to achieve, with great acumen and accuracy the best outline and intel for having an efficient and productive interaction with Dave's Africa based team.

ChatGPT said:

Thought for 22s

Below is a ready-to-send spec + call agenda you can use with Dave's Africa-based team.

You can literally copy/paste this into an email/Doc, fill in a few blanks (like which cities), and you're ready.

A. Phase 1 – Roles and Responsibilities for Africa-Based Team (1.1)

1. Project context (short overview you can send them)

We are building a data-driven SaaS product for contractors that:

- Automatically collects **planning commission / city council / zoning** agendas and packets.
- Extracts and tags **project-related items** (subdivisions, roads, utilities, etc.).
- Delivers a "**job feed**" and weekly digest emails to general contractors and excavation companies.

We need a dev team to build:

1. A **data pipeline** (scraping + storage) for selected cities/counties.
 2. A simple **web app** that shows the extracted items and supports logins / subscriptions.
 3. Clean interfaces so our AI layer (run by Jeff) can read raw text and write back summaries/tags.
-

2. Roles we need them to fill

You can label them however you like, but think in terms of responsibilities:

Role 1 – Web App / Full-Stack Developer

Main responsibilities

- Build a simple **web portal** where:
 - Users can sign in.
 - Choose one or more regions (e.g., “Utah County,” “Salt Lake County,” “Clark County NV”).
 - View a list (“job feed”) of agenda items relevant to construction.
 - Search/filter by city, project name, meeting date, etc.
- Implement basic **admin tools**:
 - Admin login.
 - View all agenda items stored, with debugging info (source URL, raw text, tags).
 - Toggle regions/cities active/inactive.
- Integrate **Stripe (or similar) for subscriptions**:
 - Basic plan: \$99/mo per region (we will specify plans; they just need to hook up).

Deliverables (Phase 1)

- Working web app (staging environment is fine) with:
 - User registration/login.
 - Region selection.
 - List view of stored agenda items pulled from the database.
 - Simple search/filter form.
 - Admin view to inspect items per region.
 - Stripe test integration for a dummy “\$99/mo” plan.
-

Role 2 – Data / Scraping Engineer

Main responsibilities

- Build robust, scheduled **downloaders/scrapers** that:
 - Visit a **small, fixed list of city/county URLs**.

- Download agenda PDFs/packets for planning commission / city council / zoning meetings.
 - Store raw files and extract text (OCR where needed).
- Normalize data into a **consistent schema** so Jeff’s AI layer can consume it.

Initial target jurisdictions (example – edit as needed before sending)

- Utah:
 - Salt Lake County – Salt Lake City Planning Commission + City Council
 - Utah County – Provo, Orem, Spanish Fork planning/zoning
- Nevada:
 - Clark County – Clark County Planning Commission + Las Vegas City Council/Planning

(You can replace these with the exact list you want—they just need 5–10 to start.)

Data schema they should aim for (for each agenda item)

At minimum:

- id (internal)
- region_tag (e.g., UT_SaltLake, UT_Utah, NV_Clark)
- jurisdiction (e.g., “City of Provo”)
- meeting_type (e.g., Planning Commission, City Council)
- meeting_date
- agenda_item_number
- agenda_item_title
- agenda_item_raw_text
- source_url (where the PDF/HTML came from)
- created_at, updated_at

This is separate from the **lead CSV schema** (companies). This is the **agenda item schema**.

Deliverables (Phase 1)

- For each chosen city/county:
 - A script/service that can be run on a schedule (e.g., daily) to:
 - Check for new agendas/minutes.
 - Download PDFs/HTML.
 - Extract text into the schema above.
- All data stored in a database that the web app can query.

Role 3 – Integration Support (AI pipeline readiness)

They don't have to build the AI, but they must make it **easy for Jeff to hook in**:

Responsibilities

- Expose:
 - A way to fetch “new agenda items without summaries/tags yet.”
 - A way to write back summaries/tags to each item.

For example:

- Create fields on each agenda item:
 - `summary_text`
 - `tags` (JSON field, e.g., `{"project_type": "subdivision", "units": 45, "phase": "preliminary plat"}`)
- Provide a simple API or DB pattern so that:
 - Jeff's AI can read `agenda_item_raw_text`.
 - Then update `summary_text` and `tags`.

Deliverables (Phase 1)

- Clear documentation (even a simple README) showing:
 - How to query new items.
 - How to update items with AI-generated data.
-

B. First Conversation Agenda with Africa Team (1.2)

You can treat this as a 60–75 minute Zoom agenda. Send it to Dave and the team ahead of time.

0. Housekeeping (5 minutes)

- Introductions: who's on the call, roles (you, Dave, Jeff, team lead in Africa).
 - Confirm main communication channels:
 - Slack / WhatsApp / email
 - Time zone overlaps
 - Preferred working hours window
-

1. Product overview (10 minutes)

You explain:

- The business goal:

- “We want to be the planning-agenda equivalent of Construction Monitor for GCs and excavation companies.”
- Core users:
 - Regional general contractors, dirt/excavation, site-work firms, construction lenders.
- What success looks like in 6–12 months:
 - X regions live, Y paying subscribers, reliable automated pipeline.

No technical depth yet—this is just to align their mental model.

2. Phase 1 functional scope (15–20 minutes)

Walk them through the **three roles** above and emphasize Phase 1 outputs:

- **Data side:**
 - 5–10 target jurisdictions.
 - Scripts that automatically download new agendas and push normalized items into the DB.
- **App side:**
 - Basic login.
 - Region selector (list of jurisdictions).
 - List view for agenda items (one row per item).
 - Admin page for you to inspect raw items.
- **AI integration hooks:**
 - Fields for `summary_text` and `tags`.
 - Simple interface for Jeff’s AI process to read/write.

Ask them:

- “Do you see any major technical blockers in delivering this for 5–10 jurisdictions?”
- “What tech stack do you prefer for:
 - Scraping (likely Python)
 - Backend (e.g., Node/Python)
 - Frontend (React/Vue/whatever they’re strong in)
 - DB (Postgres/MySQL)?”

You don’t need to choose the stack yourself if they have strong opinions; just insist on something standard and well-supported.

3. Architecture & stack discussion (10–15 minutes)

You want them to talk through:

- How they'd structure:
 - Scraper scripts.
 - Storage (raw files + parsed text).
 - Web app and API.
- How they'd schedule scraping:
 - Cron jobs?
 - Simple job runner?
- How they'd handle logging and basic error reporting.

Your questions:

- “If a city changes its site HTML, how will we know something broke?”
- “Can you give us an admin screen or logs page to see scraper status per jurisdiction?”

4. Work plan, phases, and estimates (15–20 minutes)

You ask them to propose:

1. **Phase 1 duration**
 - Time to:
 - Wire up 5–10 jurisdictions
 - Build the minimal web app
 - Rough estimate in weeks/sprints.
2. **Team composition + availability**
 - Who on their side will actually be assigned:
 - One backend/scraping dev?
 - One frontend dev?
 - One QA/support?
3. **Engagement model & cost**
 - Are they more comfortable with:
 - Monthly retainer (X hours/week)?
 - Fixed-fee per phase?
 - How they've worked with CM and what has gone well/badly.

You don't have to agree to numbers on this call; just capture them.

5. Communication, documentation, and QA (10 minutes)

Clarify:

- How often you want updates:
 - Weekly written status + demo call every 2 weeks.

- What you expect in documentation:
 - README with how to run scrapers.
 - Basic DB schema diagram.
 - Any environment variables/config needed.

Ask:

- “Who on your side is responsible for:
 - Code quality and PR reviews?
 - Making sure we don’t have 10 different ways to do the same thing?”
-

6. Immediate next steps (5 minutes)

End the call by assigning:

- To them:
 - A short written proposal with:
 - Stack choice,
 - Timeline for Phase 1,
 - High-level hours/cost.
 - To you/Jeff/Dave:
 - Confirm the exact list of 5–10 jurisdictions.
 - Decide on hosting/provider (e.g., AWS, Azure, etc. – they can suggest).
 - Set up repo access (GitHub) and project channels.
-

If you want, I can now:

- Turn this into a single 2–3 page “Africa Dev Team Brief v0.1” in Word format (with blanks where you fill in jurisdictions and dates), or
- Draft the email you send to Dave + his Africa team that includes this spec and proposes a first call.

You said:

interjecting this gut check question: I. “Build robust, scheduled downloaders/scrapers that: • Visit a small, fixed list of city/county URLs. • Download agenda PDFs/packets for planning commission / city council / zoning meetings. • Store raw files and extract text (OCR where needed). • Normalize data into a consistent schema so Jeff’s AI layer can consume it.” Is ‘Jeff’s AI layer’ achievable with AI, in other words: can you perform the above bullet points independent of human direction/assistance?

ChatGPT said:

Thought for 20s

Short answer:

Yes, “Jeff’s AI layer” is absolutely achievable and most of it can run on autopilot once it’s set up—but it **cannot** spring into existence with zero human engineering. You need humans to build the pipeline and to occasionally babysit it; AI then does 90%+ of the ongoing brain work.

Break it down by task:

1. The bullets you quoted are actually two different layers

You listed:

1. Visit a fixed list of city/county URLs.
2. Download agenda PDFs/packets.
3. Store raw files and extract text (OCR).
4. Normalize data into a schema so “Jeff’s AI layer” can consume it.

Realistically:

- **(1–3) are scraping + infrastructure.**
 - Implemented once by developers (Africa team) in Python/Node/etc.
 - Run on a schedule (cron, CloudWatch, etc.).
 - This is not “AI thinking”; it’s code doing a boring, reliable job.
- **(4) + everything after is the “AI layer.”**
 - Take the raw text and:
 - split into agenda items,
 - classify: project vs non-project,
 - tag: subdivision/road/utility/rezoning, etc.,
 - summarize into job-friendly blurbs.

That AI piece is where I (and models like me) live.

2. What *can* be fully automated after setup

Once humans have:

- Built the scrapers,
- Defined the DB schema,
- Given the AI layer the right prompts + examples,

You can run this loop automatically:

1. Scraper pulls a new PDF, stores text → database.
2. A scheduled job sends new `agenda_item_raw_text` to the AI model.
3. AI returns:
 - `summary_text`,
 - `tags` (JSON with `project_type`, `units`, `acres`, `phase`, etc.),
 - maybe a simple “`is_project_lead = yes/no`” flag.
4. System stores that output.
5. Frontend shows the updated items; email service sends weekly digests.

No human has to touch each meeting or read each packet.

That’s exactly the kind of thing an AI layer is good at once configured.

3. Where humans will still be required

Even in the best case, you still need humans for:

- **Initial design & prompts**
 - Decide what tags you want: project types, thresholds (e.g., ignore <4 lots?), etc.
- **Calibration / quality control**
 - Spot-check early outputs to see:
 - Are we missing important projects?
 - Are we over-tagging junk?
- **Maintenance when cities change**
 - Scraper breaks because a city changes its website layout; a dev updates the code.
- **Business logic tweaks**
 - You may later say “only show projects above X size” or “treat storage units differently from apartments.” That’s human product decision-making.

So: **low-touch, not no-touch.**

4. Practical mental model for you, Dave, and Jeff

Think of it this way:

- **Africa team** = build the conveyor belt (scrapers, DB, APIs).
- **Jeff’s AI layer** = the smart sorter at the middle of the belt (classification, tagging, summarizing).
- **You + Dave** = decide what counts as “gold nuggets” and where they should go.

Once the belt and sorter are running, your ongoing involvement is mostly:

- checking a dashboard now and then,
- tweaking rules,
- using feedback from customers to refine the AI prompts/tags.

So the gut-check answer:

Is “Jeff’s AI layer” achievable with AI, independent of constant human direction?

Yes—as an automated component inside a properly built system.

You still need humans to design, wire, and periodically supervise it, but you do **not** need a human reading agendas every week.

You said:

Top 12 US development activity by region.docx

Document

Assignment for you, AI: perform the edits you wisely suggest here: “Initial target jurisdictions (example – edit as needed before sending) • Utah: o Salt Lake County – Salt Lake City Planning Commission + City Council o Utah County – Provo, Orem, Spanish Fork planning/zoning • Nevada: o Clark County – Clark County Planning Commission + Las Vegas City Council/Planning (You can dive deeply, research as needed, to come up with 5-10 specifics. You’ll rely on the word doc “Top 12 US development activity by region” as desired markets we intend to service. You can also dive deeply to expand the list within the two initial target markets.)

ChatGPT said:

Thought for 1m 30s

Here is a cleaned-up replacement for that section with 10 concrete Phase-1 jurisdictions, expanded within the **Wasatch Front** and **Clark County/Las Vegas** markets and wired with agenda URLs for the Africa team.

Initial Target Jurisdictions (Phase 1 – 10 specific bodies)

Focus: Utah’s Wasatch Front + Las Vegas/Clark County (from our “Top 12 US development activity” list).

Utah – Wasatch Front (6 targets)

1. Salt Lake City Planning Commission

- Scope: City-level rezonings, conditional uses, subdivisions, larger infill projects.

- Primary agenda source: Salt Lake City Planning Commission Agendas & Records.[SLC.gov+2Utah+2](#)
 - Why: Core urban hub for the region; steady multifamily, mixed-use, and infill work.
2. **Salt Lake County Planning Commission / Board of County Commissioners**
- Scope: Unincorporated Salt Lake County, major land-use and zoning decisions that impact fringe/suburban development.
 - Primary agenda source: County Commission & Planning Commission agendas/minutes via Clark-style Legistar/agenda center equivalent (Salt Lake County site; to be confirmed by devs during implementation).
 - Why: Captures large master-planned community, industrial, and county-driven projects outside city limits.
3. **Utah County Planning Commission**
- Scope: Countywide land-use items (subdivisions, rezonings, CUPs) in unincorporated Utah County.
 - Primary agenda source: Utah County Community Development – Planning Commission page (agendas, schedules, previous minutes).[codev.utahcounty.gov+1](#)
 - Why: Utah County is a top-tier permit engine; county PC often sees early-stage horizontal work.
4. **Provo City Planning Commission**
- Scope: City-level rezonings, multifamily, institutional, and infill work in Provo.
 - Primary agenda source: Provo Planning Commission pages (Planning Commission page + Agenda Center + Agendas & Minutes).[Provo+2Provo+2](#)
 - Why: Large, complex city with university, institutional, and redevelopment projects.
5. **Lehi City Planning Commission**
- Scope: High-growth tech corridor (Silicon Slopes), subdivisions, mixed-use, commercial.
 - Primary agenda source: Lehi City Planning – Agendas & Minutes + public meetings portal.[CloudFront+3Lehi City+3Lehi City+3](#)
 - Why: One of the hottest growth nodes in Utah County; early intel here is extremely valuable to dirt/GC players.
6. **Spanish Fork City Planning Commission**
- Scope: South Utah County growth area – subdivisions, annexations, general plan and zoning changes.
 - Primary agenda source: Spanish Fork Planning Commission / Public Meetings pages, plus Utah PMN + BoardDocs agenda links.[Utah+6Spanish Fork City+6Spanish Fork City+6](#)
 - Why: Strong horizontal development pipeline; also personally validated by Joseph’s experience on this commission.

Nevada – Clark County / Las Vegas Valley (4 targets)

7. Clark County Planning Commission

- Scope: Unincorporated Clark County (huge share of the valley's land), rezonings, subdivisions, major use permits.
- Primary agenda source: Clark County "Agenda, Minutes and Video" portal and Legistar calendar for Planning Commission and related briefings.[Clark County+3Clark County, NV+3Clark County+3](#)
- Why: Core gatekeeper for major greenfield and corridor projects in the Las Vegas Valley.

8. Clark County Board of County Commissioners

- Scope: Final approvals on large and politically sensitive land-use items, development agreements, and master-plan changes.
- Primary agenda source: Same Clark County agendas/minutes portal and Legistar calendar (Board of County Commissioners events).[Clark County, NV+3Clark County, NV+3Clark County+3](#)
- Why: Many big-ticket projects (resorts, industrial parks, master-planned communities) are finalized here.

9. City of Las Vegas Planning Commission / Planning & Zoning

- Scope: City of Las Vegas rezonings, variances, subdivision maps, and special use permits.
- Primary agenda source: City of Las Vegas "Upcoming Agenda Items" and Planning Commission schedule/docs.[Las Vegas Nevada+1](#)
- Why: Core urban redevelopment, infill multifamily, hospitality/retail corridors inside city limits.

10. City of Henderson Planning Commission

- Scope: East/southeast valley growth: master-planned communities, commercial corridors, industrial, and infill.
- Primary agenda source: Henderson "Public Meeting Agendas" (includes Planning Commission) and Planning Commission pages (Agendas, Back-up, Minutes & Video; Overview).[City of Henderson+3City of Henderson+3City of Henderson+3](#)
- Why: High-growth, master-planned area (e.g., communities like Tuscany, Inspirada, Cadence) driving steady horizontal and vertical work.

11. City of North Las Vegas Planning Commission

- Scope: North Las Vegas city limits – zoning, tentative maps, special use permits, and variances.
- Primary agenda source: North Las Vegas Planning Commission meetings & agendas page.[cityofnorthlasvegas.com](#)
- Why: Major industrial and residential growth corridor along the north I-15 and Apex areas; early entitlement intel is valuable to dirt, utility, and GC firms.

If you'd like, next step I can:

- Recast this exact section into a Word-ready "Phase 1 Target Jurisdictions" block (with a simple table for: jurisdiction, URL, region_tag we'll use in the DB), so you can drop it straight into the Africa team brief.

You said:

AI, if you were to make this list comprehensive, how would it look for these two initial target markets? Go ahead with it, see how you do. I'm excited to see the comprehensive list.

ChatGPT said:

Thought for 3m 3s

Below is a “practically comprehensive” list for your **two initial target markets**:

- Utah – Wasatch Front
- Nevada – Clark County / Las Vegas Valley

It's structured the way I'd want the Africa team to configure their scraper:

1. County-level bodies, 2) City-level bodies.
For each, you'll target **Planning Commission** and **legislative body (Council/Commission)** agendas.

You can treat everything marked “Tier 1” as Phase-1/early Phase-2, and the rest as Phase-2+.

I. Utah – Wasatch Front

A. County-level jurisdictions (Tier 1 – must have)

These are the backbone, because they cover unincorporated growth areas and big land-use actions.

1. **Box Elder County**
 - Bodies:
 - Box Elder County Planning Commission
 - Box Elder County Commission (land-use items)
2. **Weber County**
 - Bodies:
 - Western Weber Planning Commission [Weber County+1](#)
 - Ogden Valley Planning Commission [Weber County](#)
 - Weber County Board of County Commissioners (zoning/land-use agenda items) [co.weber.ut.us](#)
3. **Davis County**
 - Bodies:
 - Davis County Planning Commission [Utah+1](#)
 - Davis County Commission (general land-use approvals) [daviscountyutah.gov+1](#)

4. Salt Lake County

- Bodies:
 - Salt Lake County Planning Commission(s) (unincorporated county; there are multiple area commissions)
 - Salt Lake County Council / Commission (final actions on county-level land-use)

5. Tooele County

- Bodies:
 - Tooele County Planning Commission (agendas and packets via PMN / county site)[Utah+1](#)
 - Tooele County Commission

6. Utah County

- Bodies:
 - Utah County Planning Commission (agendas/packets via Community Development + PMN)[Utah+3Utah+3codev.utahcounty.gov+3](#)
 - Utah County Commission (for final approvals)

Configuration note: every county gives you a PMN “publicbody” entry for the Planning Commission plus some form of Commission/Council agenda source. Those become individual sources in your scraper config.

B. City-level jurisdictions – Utah – by county

For each of these cities, target:

- **Planning Commission** (or Planning & Zoning Commission / Planning Board), and
- **City Council** (since many entitlements are finalized there).

Use Utah PMN plus each city’s “Agenda Center” / public meetings portal.

1) Weber County – cities

Tier 1

- Ogden
- Roy
- West Haven
- Hooper

Tier 2

- South Ogden
- Riverdale
- Farr West

- Plain City
- Pleasant View
- Harrisville
- Washington Terrace

2) Davis County – cities

Tier 1

- Layton
- Clearfield
- Syracuse
- Farmington
- Bountiful

Tier 2

- Kaysville
- Centerville
- North Salt Lake
- West Bountiful
- Woods Cross
- Clinton
- Sunset
- West Point
- South Weber

3) Salt Lake County – cities

Tier 1 (highest construction relevance)

- Salt Lake City – Planning Commission + City Council (already have PC agendas/minutes page). SLC.gov + 2SLC.gov + 2
- West Valley City
- West Jordan
- South Jordan
- Sandy
- Draper
- Herriman
- Riverton

Tier 2 (still valuable)

- Murray
- Midvale
- Taylorsville

- Holladay
- Cottonwood Heights
- South Salt Lake (has a Planning Commission agenda center). [South Salt Lake](#)
- Bluffdale
- Millcreek

4) Tooele County – cities

Tier 1

- Tooele City – Planning Commission (agendas/minutes page). [Tooele City+1](#)
- Grantsville

Tier 2

- Stockton
- Wendover

(Much of the growth is in unincorporated areas; that's already covered by the county planning commission.)

5) Utah County – cities

This is your hottest cluster; treat most of these as Tier 1 for horizontal work.

Tier 1

- Lehi – Planning Commission + City Council; has dedicated planning agendas/minutes. [Lehi City+7Lehi City+7Lehi City+7](#)
- Saratoga Springs – Planning Commission (agenda center + PMN) [YouTube+6Saratoga Springs+6Saratoga Springs+6](#)
- Eagle Mountain – Planning Commission + City Council
- American Fork – Planning Commission + City Council
- Pleasant Grove
- Vineyard
- Provo – Planning Commission + Council (multiple agenda sources). [Utah+2co.weber.ut.us+2](#)
- Orem
- Spanish Fork – Planning Commission + City Council, with agenda materials via city site and PMN. [cityofmesquite.com+6Mesquite Nevada+6Saratoga Springs+6](#)
- Springville
- Mapleton

Tier 2

- Highland

- Alpine
- Cedar Hills
- Lindon
- Payson
- Salem
- Santaquin
- Genola

C. How to treat “comprehensive” for Wasatch Front

For practical purposes, a “comprehensive” config for this market is:

1. **All county planning commissions and county commissions** listed in A.
2. **All Tier 1 cities above** (strong growth, high entitlement volume).
3. **Tier 2 cities prioritized later**, once the core is stable.

That will capture the overwhelming majority of subdivision, rezoning, and major CUP activity along the Front.

II. Nevada – Clark County / Las Vegas Valley

Here “comprehensive” means:

- Clark County-wide boards that see planning/zoning.
- All incorporated cities in the valley and their planning bodies.
- Key unincorporated-town advisory boards that make recommendations on land-use.

A. Clark County government level (Tier 1 – must have)

1. **Clark County Planning Commission**
 - Tuesday Planning Commission meetings (entitlements, zone changes, use permits). [Clark County, NV+3](#) [Clark County, NV+3](#) [Clark County, NV+3](#)
2. **Clark County Zoning Commission / Board of County Commissioners (Wednesday zoning agenda)**
 - Final actions on zone changes, major use permits, development agreements. [Clark County, NV+2](#) [Clark County, NV+2](#)
3. **Clark County Board of County Commissioners – regular meetings**
 - Broader policy items and large development-related approvals.
4. **Town Advisory Boards (TABs) & Citizen Advisory Councils (CACs) – for unincorporated areas** [Clark County, NV](#)
 Priority TABs/CACs (Tier 1 within TABs):
 - Spring Valley TAB

- Paradise TAB
- Winchester TAB
- Enterprise TAB
- Sunrise Manor TAB
- Lone Mountain CAC
- Red Rock CAC
- Laughlin TAB

These see early-stage recommendations on many rural and suburban rezoning/tentative map items.

B. Incorporated cities in the Las Vegas Valley

For each, target **Planning Commission / Planning & Zoning** plus **City Council** (and Redevelopment Agency if it runs separate land-use agendas).

1) City of Las Vegas (Tier 1)

- **Planning Commission** – uses “Upcoming Agenda Items” and a meetings portal for PC items. [Las Vegas Nevada+1](#)
- **City Council & Redevelopment Agency** – final land-use decisions and development agreements.

2) City of Henderson (Tier 1)

- **Planning Commission** – agendas, backups, minutes & video via the Planning Commission pages and “Public Meeting Agendas” site. [City of Henderson+2](#)[City of Henderson+2](#)
- **Henderson City Council & Redevelopment Agency** – development approvals, annexations, etc.

3) City of North Las Vegas (Tier 1)

- **Planning Commission** – meetings & agendas page. [City of North Las Vegas+1](#)
- **City Council** – meetings & agendas page (same portal). [City of North Las Vegas](#)

4) City of Boulder City (Tier 1 for coverage; volume lower than core LV but highly visible)

- **Planning Commission** – agendas & minutes via PrimeGov / agenda portal. [Boulder City Official Website+4](#)[Boulder City Official Website+4](#)[Boulder City Official Website+4](#)
- **City Council** – PrimeGov agenda portal (same system).

5) City of Mesquite (Tier 1 for completeness; volume lower, but still Clark-adjacent market influences)

- **Planning & Zoning Commission** (where present) / **Planning-related meetings** – reflected in planning & zoning calendars and documents. [Mesquite Nevada+3Mesquite Nevada+3cityofmesquite.com+3](#)
- **City Council** – agendas/minutes via the meetings & agendas portal. [Mesquite Nevada+1](#)

C. Practical “comprehensive” setup for Clark County / Las Vegas

For configuration purposes:

1. **County-level bodies**
 - Clark County Planning Commission (PC)
 - Clark County Zoning Commission / Board of County Commissioners (Zoning agenda)
 - General Board of County Commissioners agenda
 - TABs/CACs: Spring Valley, Paradise, Winchester, Enterprise, Sunrise Manor, Lone Mountain, Red Rock, Laughlin (others can be added later).
2. **Cities (all five)**
 - Las Vegas – PC + City Council
 - Henderson – PC + City Council/RDA
 - North Las Vegas – PC + City Council
 - Boulder City – Planning Commission + City Council
 - Mesquite – Planning & Zoning Commission + City Council

That combination gives you a very high degree of coverage for **every meaningful entitlement** in the Las Vegas Valley.

How to hand this to the Africa team

For each line above you can give them a small config record:

- `region_tag` (e.g., `UT_SLC`, `UT_UTAH`, `NV_CLARK`, `NV_LV`, `NV_HENDERSON`)
- `jurisdiction_type` (`County_PC`, `City_PC`, `City_Council`, `TAB`, etc.)
- `jurisdiction_name`
- `body_name` (e.g., “Planning Commission”, “Board of County Commissioners”)
- `primary_agenda_url`

If you want, I can next turn this into:

- A compact **table-style config list** (one row per body) you can paste into a Google Sheet as the initial scraper configuration matrix.

You said:

Now, you may Recast all of this into a Word-ready “Phase 1 Target Jurisdictions” block (with a simple table for: jurisdiction, URL, region_tag we’ll use in the DB), so that I can drop it straight into the Africa team brief. Make it as many pages as necessary to ensure a clean outcome. Be thoughtfully thorough and comprehensive. Include all the nitty gritty details that are both important and helpful for the Africa team.

ChatGPT said:

Thought for 3m 26s

Phase 1 Target Jurisdictions

for Scraping & Data Ingestion – Wasatch Front (UT) + Clark County / Las Vegas Valley (NV)

You can paste this whole block into Word as the “Target Jurisdictions” section of the Africa team brief.

Tables are laid out so they can be converted directly into real tables inside Word.

1. General assumptions for the dev team

1. Every “jurisdiction” below is one configuration record in your scraper:
 - region_tag (DB key we will filter on later)
 - jurisdiction_name (human-readable)
 - body_type (Planning Commission / City Council / County Commission / TAB/CAC)
 - primary_agenda_url (first place to scrape/download agendas)
 - secondary_url (often Utah PMN or a meetings portal)
 2. For **Utah**, almost all public bodies are also on the **Utah Public Notice Website (PMN)**, which is a reliable backup if a city/county site structure changes. [Utah+2Utah Archives+2](#)
 3. For **Clark County / Las Vegas**, the main patterns are:
 - County meetings (Commission, Planning Commission, Zoning) via **Clark County agendas & Legistar**. [Granicus+3Clark County, NV+3Clark County, NV+3](#)
 - City meetings via each city’s **agenda/meeting portals** (Las Vegas, Henderson, North Las Vegas, Boulder City, Mesquite). [Mesquite Nevada+10Las Vegas Nevada+10City of Henderson+10](#)
 4. For each jurisdiction, the scraper should:
 - Detect new meetings.
 - Download agenda packet PDFs/HTML.
 - Extract text for each agenda item and store it in our standardized agenda-item schema.
-

2. Utah – Wasatch Front (Counties + Cities)

2.1 Utah-wide infrastructure entry

Use this as a fallback/source-of-truth for any Utah public body whose website changes.

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
UT_PMN	Utah Public Notice Website	Statewide meeting index	https://www.utah.gov/pmn/Utah	All Utah public bodies must post agendas/notices here. Scraper should support filtering by government type → entity → public body. Utah Archives+1

2.2 County-level jurisdictions (Wasatch Front)

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
UT_BOXELDER_CO	Box Elder County Planning Commission	County Planning Commission	https://www.boxeldercountyut.gov/AgendaCenter/Planning-Commission-3 boxeldercountyut.gov	County “Agenda Center” – planning commission agendas/minutes. Also see county-wide archive. boxeldercountyut.gov+1
UT_WEBER_CO	Western Weber & Ogden Valley Planning Commission	County Planning Commission	https://www.webercountyutah.gov/planning/planning_commission.php Weber County+2 Weber County+2	Lists links for Western Weber & Ogden Valley PCs; individual agendas/minutes linked from this hub and PMN. Utah
UT_DAVIS_CO	Davis County Planning Commission	County Planning Commission	https://daviscount.portal.civicclerk.com/daviscount.portal.civicclerk.com	Planning Commission meetings listed in Davis County public meetings/notice

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
UT_SLT_CO	Salt Lake County Council & County Planning items	County Council / Land-use	https://www.saltlakecounty.gov/council/agendas-minutes/ Salt Lake County	pages. Utah+2daviscountyutah.gov+2 Use Council agendas for land-use approvals; use Utah PMN to locate Salt Lake County Planning Commission public body. Utah+1
UT_TOOELE_CO	Tooele County Planning Commission	County Planning Commission	https://www.utah.gov/pmn/sitemap/publicbody/107.html Utah	PMN page lists agendas/minutes and full packets for county PC. County planning page also links out to agendas. tooeleco.gov
UT_UTAH_CO	Utah County Planning Commission	County Planning Commission	https://codev.utahcounty.gov/planning-commission/2025/9 codev.utahcounty.gov	Utah County PC agendas & minutes by month/year; mirror notices on PMN public body 1711. Utah+1

2.3 City-level jurisdictions – primary growth nodes

These should be treated as “Tier 1” cities within the Wasatch Front.

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
UT_SL_CITY	Salt Lake City Planning Commission	City Planning Commission	https://www.slc.gov/planning/planning-commission-agendas-minutes/ SLC.gov	City’s PC page listing agendas & records. Also mirrored on Utah PMN public body

Region Tag	Jurisdiction / Body	Primary Agenda / Meeting URL	Secondary / Notes
UT_PR OVO	Provo City City Plann ing Com mission	https://www.provo.gov/449/Planning-Commission Provo	1274. Utah+1 Main PC page. Agendas/m inutes via Provo Agenda Center and Provo's "Agendas and Minutes" calendar. Provo+2Provo+2
UT_PR OVO	Provo City Council (land use items)	https://www.provo.gov/430/Agendas-and-Minutes Provo	City Council meetings also contain many final land-use actions; treat as separate body_type in config. PC page for schedule and context; agendas/mi nutes linked through Agendas & Minutes and Granicus
UT_LE HI	Lehi City Planning Commission	https://www.lehi-ut.gov/government/public-meetings/planning/planning-commission/ Lehi City	

Region Tag	Jurisdiction / Body	Primary Agenda / Meeting URL	Secondary / Notes
UT_LEHI	Lehi City Council	https://lehi.granicus.com/ViewPublisher.php?view_id=1 Lehi Granicus	meeting calendar. Lehi City+3Lehi City+3Lehi City+3 Council meeting portal (video, agendas, minutes). PC page; agendas/minutes via BoardDocs and public meetings hub. Spanish Fork City+3Spanish Fork City+3Spanish Fork City+3
UT_SFORK	Spanish Fork Planning Commission	https://www.spanishfork.gov/departments/community_development/planning/planning_commission.php Spanish Fork City	Spanish Fork City+3Spanish Fork City+3Spanish Fork City+3
UT_SFORK	Spanish Fork City Council	https://go.boarddocs.com/ut/spanishfork/Board.nsf/PublicBoardDocs	City Council agendas/minutes; many final approvals for PC items.
UT_SARATOGA	Saratoga Springs Planning & Land Use	https://www.saratogasprings-ut.gov/492/Public-Notices Saratoga Springs	Public notices page links to agendas; also mirrored on Utah PMN under

Region Tag	Jurisdiction / Body Type	Primary Agenda / Meeting URL	Secondary / Notes
UT_TO OEL_C TY	Tooele City Planning Commission	https://www.tooelecity.gov/government/boards__commissions/planning_commission/2024planning_commissionagenda_minutes.php	Saratoga Springs public bodies. Uta h+1 Planning Commission agendas & minutes; additional archived content in same section.

2.4 “Pattern” entry for other Wasatch Front cities

Rather than listing every Tier-2 municipality individually, scrape them via PMN using a consistent pattern:

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Notes
UT_WASATCH_PMN	Other Wasatch Front cities (see note)	City PC & City Council	https://www.utah.gov/pmn/Utah+1	Use PMN to locate public bodies for: Ogden, Roy, West Haven, South Ogden, Layton, Clearfield, Syracuse, Farmington, Bountiful, Kaysville, Centerville, North Salt Lake, West Bountiful, Woods Cross, Murray, Midvale, Taylorsville, Holladay, Cottonwood Heights, Bluffdale,

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Notes
				Millcreek, American Fork, Pleasant Grove, Vineyard, Orem, Springville, Mapleton, etc. Configure each as needed once core Tier-1 cities are live.

3. Nevada – Clark County / Las Vegas Valley

3.1 County-level bodies (Clark County)

These entries give you nearly all unincorporated Clark County entitlements plus TAB/CAC recommendations.

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
NV_CL ARK_C O	Clark County y Board of County Count y Comm Comm ission rs + Tuesda y PC + Wed Zoning	County Comm Plannin g/Zoni ng	https://www.clarkcountynv.gov/government/board_of_county_commissioners/county-meeting-agendas Clark County, NV+1	Main page for Commis sioner meeting s, Tuesday Plannin g Commis sion, Wednes day Zoning Commis sion.
NV_CL ARK_C O	Clark County y Planni ng Comm ission	Plannin g Comm ission + TABs/ CACs	https://www.clarkcountynv.gov/government/departments/comprehensive_planning_department/boards_and_commission/agenda-minutes-and-video Clark County, NV+1	Portal for Commis sion and Plannin g Commis

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
	& TAB/ CAC bodies			sion agendas /minute s and Town Advisor y Boards / Citizen Advisor y Council s. Use this as index for TAB/C AC pages (each has its own agendas /minute s). Start with Spring Valley, Paradise, Enterprise, Winchester, Sunrise Manor, Lone Mountain, Laughlin, etc.)
NV_CL ARK_T AB	Town Advisory Boards & Citizens Advisory Councils (Spring Valley, Paradise, Enterprise, Winchester, Lone Mountain, Laughlin, etc.)	Town / Citizen Advisory Boards	https://www.clarkcountynv.gov/government/departments/administrative_services/town_liaison_services/tab-cac-information Clark County, NV+2Clark County, NV+2	

3.2 City-level jurisdictions – Las Vegas Valley

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
NV_LV_CITY	City of Las Vegas Planning Commission	City Planning Commission	https://www.lasvegasnevada.gov/Business/Planning-Zoning/Upcoming-Agenda-Items Las Vegas Nevada	“Upcoming Agenda Items” for Planning Commission; additional meeting docs via city’s meetings portal (PrimeGov). lasvegas.primegov.com
NV_LV_CITY	City of Las Vegas City Council & RDA	City Council / Redevelopment	(PrimeGov search portal) https://lasvegas.primegov.com/portal/search lasvegas.primegov.com	City Council and Redevelopment Agency agendas/minutes; use same portal for full packets.
NV_HENDERSON	Henderson Planning Commission	City Planning Commission	https://www.cityofhenderson.com/government/departments/community-development-and-services/planning-commission/meetings City of Henderson+1	Lists PC agendas, backup, minutes & video; overview and process info on the Planning Commission section.
NV_HENDERSON	Henderson City Council & Redevelopment Agency	City Council / RDA	https://www.cityofhenderson.com/government/public-meeting-agendas City of Henderson	All City Council, Redevelopment Agency, Special Meetings, Planning Commission are available in this portal.
NV_NLV	North Las Vegas Planning Commission	City Planning Commission	https://www.cityofnorthlasvegas.com/our-city/meetings-and-agendas/planning-commission City of North Las Vegas	Planning Commission meeting info and duties.
NV_NLV	North Las Vegas City Council	City Council	(Same “meetings and agendas” portal – council section) https://www.cityofnorthlasvegas.com/our-city/meetings-and-agendas/	Scraper should query council-specific events within the same site.

Region Tag	Jurisdiction / Body	Body Type	Primary Agenda / Meeting URL	Secondary / Notes
NV_BOULDER	Boulder City Planning Commission	City Planning Commission	https://www.bcnv.org/181/Planning-Commission Boulder City Official Website	Overview plus link to “View Most Recent Agendas and Minutes.” Agendas/minutes served via PrimeGov portal. Boulder City Official Website+1
NV_BOULDER	Boulder City Council	City Council	https://bcnv.primegov.com/public/portal/ Boulder City Airport+1	PrimeGov portal for City Council and other bodies; treat as separate body_type in config.
NV_MESQUITE	Mesquite City Council	City Council	https://www.mesquitenv.gov/meetings-agendas Mesquite Nevada+1	Meetings & agendas portal for City Council and committees.
NV_MESQUITE	Mesquite Planning & Zoning Commission	City Planning & Zoning Comm.	https://www.cityofmesquite.com/AgendaCenter/Planning-Zoning-Commission-18/ City of Mesquite	Planning & Zoning Commission agenda center – agendas/minutes with archives.

3.3 Configuration guidance for the dev team

You can add this note block directly under the tables in the brief:

- **Each row above = one scraper config entry.**
Fields we expect per entry:
 - region_tag (e.g., UT_UTAH_CO, UT_SLCITY, NV_CLARK_CO, NV_HENDERSON).
 - jurisdiction_name (e.g., “Utah County Planning Commission”).
 - body_type (County PC, City PC, City Council, TAB, etc.).
 - primary_agenda_url (where to pull agenda lists from).
 - secondary_url (meetings portal or PMN backup).
- For **Utah**, if a city or county site structure changes, first fall back to **Utah PMN** to locate the same public body; then adjust the scraper to the new URL. [Utah+5Utah+5Utah Archives+5](#)
- For **Clark County**, treat:

- The **Commission/PC/Zoning portal** as the master list for county-level meetings. [Granicus+3Clark County, NV+3Clark County+3](#)
 - The **TAB/CAC information page** as the index to the individual TAB agenda pages (Spring Valley, Paradise, etc.). [Clark County, NV+2Clark County, NV+2](#)
- Store each meeting instance and its source URL alongside parsed agenda items so the AI layer can always link back to original packets.

If you'd like, I can next convert this exact section into a .docx file with the tables already built so you can drop it into the Africa team brief with zero reformatting.

You said:

yes, do that. also: • Draft the email I will send to Dave + his Africa team that includes this spec and proposes a first call.

ChatGPT said:

Here's the Word spec and the draft email.

1) Phase 1 Target Jurisdictions – Word doc

You can download the Word file here:

Download Phase 1 Target Jurisdictions – UT & NV

Drop this directly into your Africa team brief or attach it as a separate spec.

2) Draft email to Dave + Africa team

You can tweak names, tone, and dates as needed.

Subject: Planning-Agenda Project – Phase 1 Jurisdictions + Proposal for Kickoff Call

Dave and team,

I've attached a short spec titled "Phase 1 Target Jurisdictions – Wasatch Front (UT) + Clark County / Las Vegas Valley (NV)." This document lays out the initial set of cities and counties we want to cover, plus the exact URLs we'll be targeting for agendas and packets.

The high-level goal for this first phase is:

- Ingest planning/zoning/council agendas for a focused set of Utah Wasatch Front and Clark County / Las Vegas Valley jurisdictions.
- Normalize each agenda item into a consistent schema so we can run an AI layer on top of it (for tagging, summarizing, and turning items into “job leads” for contractors).
- Surface the data in a simple web app with login, region selection, and a basic “job feed” view, plus an admin view for us to inspect items.

To move this forward, I’d like to propose a 60–75 minute Zoom kickoff call with:

- You (Dave)
- Key members of the Africa dev team (backend/scraping + frontend)
- Me and Jeff

On that call, the agenda would be:

1. Brief product overview and business context (why we’re doing this, who the end users are).
2. Walkthrough of the Phase 1 jurisdictions document (what to scrape, from where).
3. Discussion of technical approach and stack:
 - Scrapers / scheduled jobs for the listed URLs
 - Storage and schema for agenda items
 - Basic web app (login, region selection, job feed, admin view)
 - Simple read/write interface so an AI process can:
 - Read raw agenda text, and
 - Write back summaries/tags.
4. Roles, timeline, and cost for Phase 1:
 - Who on your side does what
 - Rough schedule for getting the first jurisdictions live
 - Preferred engagement model (retainer vs fixed-scope per phase)
5. Communication cadence and documentation expectations.

Proposed windows (all times Mountain):

- [Option 1] _____
- [Option 2] _____
- [Option 3] _____

If none of those work, send a couple of alternatives and I’ll adapt.

In the meantime, please:

- Review the attached Phase 1 Target Jurisdictions document.
- Think about which technologies you’d prefer to use for:
 - Scraping (likely Python),
 - Backend/API,
 - Frontend,

- Database and hosting.

On the call, I'm hoping we can leave with a clear Phase 1 plan: scope, stack, assigned roles, and a target date for having the first 5–10 jurisdictions flowing into the system.

Thanks,
Aaron

You said:

for me, for preparation, for summary sake, with a checklist and a nudge to include all the questions and topics needing answers or decisions from me, JF and DM (Jeff Frazier and Dave Mineer), please Create the actual Word outline for the Jeff/Dave strategy meeting as a .docx that I can download and edit. (you'll be especially capable and talented at producing this doc, with as many new details as possible, because of the work we've been doing to discover specific information today, thus far).

ChatGPT said:

Here's the strategy-meeting outline as a Word document you can download and edit:

Download: [PlanningIntel_Jeff_Dave_Strategy_Meeting_Outline.docx](#)

You said:

A little birdie told me that Construction Monitor is delivering Planning Agendas as a monetized product on their menu. Evaluate this. Prove this to be true or untrue. Give me details that one with your experience would teach me to be aware of, learn from, and outperform.

ChatGPT said:

Thought for 2m 1s

Short answer: from everything I can see publicly right now, Construction Monitor is still a **permits-only lead service**. I do not see any evidence that they've launched a commercial "planning agendas" product.

I'll break it into three parts:

1. What I can actually see

From the current Construction Monitor homepage and navigation, their entire value prop is still framed around **building and solar permit data**: weekly editions, PowerSearch, real-time leads, mapping, stats, and developer/API access. Nothing in their tools or data menus mentions

planning commission agendas, city-council packets, zoning meetings, or entitlement tracking as a product line. constructionmonitor.com

Their data menu explicitly highlights:

- Single-Family Permit Data
- Solar Permit Data
- Pool Permit Data
- API & FTP tools for permit data

Again, no mention of planning agendas or meeting packets as a distinct dataset.

constructionmonitor.com

Their marketing content (blog, brochures, case studies) is still talking about “**millions of permits,**” “**building permit data,**” “**weekly permit data,**” and “**permit-based leads**” – not planning agendas. blog.constructionmonitor.com+2constructionmonitor.com+2

Where “Construction Monitor” appears in the wild (cities, MPOs, etc.), it’s consistently referenced as a **source of building permit data**, not agendas:

- Herriman City: “Construction Monitor (building permits issued in SL County).” herriman.gov
- Santa Barbara: “Construction Monitor’s Report” = an on-demand list of **issued construction permits**. City of Santa Barbara+1
- Utah State Records Committee: “Construction Monitor LLC v. Taylorsville” over access to **unredacted building permits**, again reinforcing their core business is permits. Utah

I cannot see behind their login or any private pilots they might be running. So I can’t absolutely rule out a silent beta or a custom agenda feed for a handful of clients. But:

- There is **no public product page**,
- No marketing copy,
- No mention in their tools list or data catalog,
- No blog posts bragging about “entitlement / planning agenda intelligence.”

If they had decided “planning agendas are a new product line,” I would expect **new menu items, SEO content, and sales copy** around that. It isn’t there.

So the honest conclusion:

The “little birdie” might be talking about internal experiments, one-off custom work, or a planned roadmap item, but there is **no public evidence** that Construction Monitor currently sells planning commission/council agenda data as a packaged, monetized product.

2. What to learn from them (given your insider background)

Even assuming they are still permits-only, there are key lessons and constraints you should take seriously as you move into planning agendas:

a) Their moat is breadth and relationships, not “planning signal”

- CM is now a big, national machine ingesting **tens of thousands of permits weekly** across thousands of municipalities. [constructionmonitor.com+1](https://www.constructionmonitor.com)
- They have mature ingestion workflows, QA, and municipal relationships; they’ve even fought GRAMA/FOIA fights for permit access (Taylorsville case). [Utah](#)

Implication for you:

Trying to beat them at **national permit ingestion** is a losing game. Your play is *different data + different user*, not “cheaper Construction Monitor.”

b) They are structurally optimized for permits, not agendas

Permits:

- Structured, transactional records.
- Often fed from permitting systems (Accela, Tyler, etc.).
- CM’s architecture, UI, and sales pitch are all aligned to that.

Planning agendas:

- Messy PDFs, long narratives, staff reports, public comment, multiple projects per item.
- Often scattered across city sites, PDFs, Granicus/Legistar, etc.
- Needs NLP/AI summarization and tagging to be usable.

Implication:

If they move into agendas, they have to bolt a totally different data model onto a permit-centric platform. That will be slow and awkward. You can **start with agendas as the core object** and build everything else around that.

c) Legal/records angle: avoid their past landmines

CM has already been in front of the Utah State Records Committee fighting for unredacted permit data. [Utah](#)

Lessons for you:

- Planning agendas and packets are usually less sensitive than raw permits, but attachments can still contain PII (emails, phone numbers, financials).
- Design your intake so you:

- Respect redactions instead of fighting them.
- Don't depend on PII for your value (you're selling "**what's being planned where**", not "a list of private emails").

That keeps you out of the same legal fights CM has had to engage in, and makes you a cleaner "intel + workflow" product rather than a PII data broker.

3. How to outperform them if/when they touch planning agendas

Given all that, here's how I would explicitly design your business to stay ahead of any CM move into this lane:

1) Own the pre-permit stage and tell that story relentlessly

Positioning:

- CM = "what's already permitted."
- You = "what's coming before permits exist."

Your product narrative:

- "We watch planning commission + city council agendas and staff reports to surface projects **6–18 months before permits show up in CM.**"
- "We're not another permit list; we're an **entitlement radar** for dirt guys and GCs."

That positioning alone makes you very hard for them to subsume without a big strategic pivot.

2) Build features they can't easily bolt on to a permit database

For your first product cut (the one you'll eventually show Jeff/Dave and the Africa team):

- Core object: **Agenda Item / Project**
 - Jurisdiction, meeting date, item number.
 - Parcel/APN(s) when present.
 - Applicant / owner / developer names.
 - Proposed use, unit counts, square footage, phases.
 - Status: proposed / recommended for approval / approved / denied / continued.
- AI-derived tags specifically for GCs + dirt guys:
 - "Mass grading," "subdivision," "utility extensions," "road improvements," "site work only," etc.
- Contractor-centric UX:

- “Show me everything in the next 60 days in Utah County with > X lots and Y LF of utilities.”
- “Send me Monday morning digest: new subdivision or industrial entitled items in my three counties.”

CM’s current tools (PowerSearch, Top Company Reports, permit stats) are permit-centric. They don’t give “what’s on next month’s planning agenda and how much dirt is involved?” out of the box. constructionmonitor.com+1

3) Go narrow + deep where you already know the terrain

CM is national. You don’t need to be.

First 18–24 months:

- Beachhead A: **Wasatch Front + key UT growth counties** (Salt Lake, Utah, Davis, Weber, Washington, Iron, etc.).
- Beachhead B: **Clark County / Las Vegas metro.**

Within those, your “comprehensiveness” goal is:

- Every planning commission and city council agenda/packet.
- Every relevant zoning/land use board that touches medium-to-large private development.

You become the **de facto entitlement system of record** for those regions while CM is still the permit system of record.

4) Price + packaging that undercuts any CM-style move

If CM ever offers planning agendas, odds are:

- It will be a premium add-on for larger customers,
- Priced above your \$99/mo “no-brainer” level,
- Pitched more to analysts and suppliers than to GCs & excavation.

You deliberately:

- Keep your core region product at **~\$99/mo/region, cancel anytime**, with a genuine free period.
- Focus marketing on **AGC/NUCA/HBA + GC/excavation associations** and your own past CM buyers, not the generic “everyone in construction” world.

That makes it hard for CM to justify building a feature that primarily cannibalizes your customers at a lower price point than their existing average revenue per sub.

5) Think “interlock,” not “replacement”

A more advanced play: treat CM as one of your inputs rather than a competitor you must destroy.

Longer-term roadmap:

- PlanningIntel (you) = pre-permit intelligence + entitlement timeline.
- CM or equivalent = permit stage + construction start intelligence.

You can:

- Build your own inferential link: “this agenda item later shows up as building permit X in city Y.”
- Or, down the road, offer **connectors**: “If you already have CM, we’ll show you how agenda items transitioned into actual permits in your CM account.”

That’s basically “become the thing CM isn’t built to be,” rather than “be a cheaper CM.”

4. What I’d do next, in practical terms

1. **Assume CM is not yet in the planning-agenda business in a serious, productized way**, but treat them as the most likely future entrant once someone proves the market.
2. Build your v1 narrative and product so that, if CM copies anything, it *still* leaves you as:
 - The entitlement / agenda specialist,
 - Deep in UT + NV,
 - Laser-targeted at dirt guys and GCs with a simple \$99/mo, cancel-anytime model.
3. If you want absolute confirmation, your off-platform move is:
 - Have a trusted contact (or you, under another hat) call CM sales as a potential buyer and ask: “Do you offer planning commission/city council agenda tracking, or only permits?”
 - But from the public record, the answer today appears to be: **permits only**.

If you want, the next step we can take is to draft a “**Competitive Note: Construction Monitor vs. PlanningIntel**” one-pager for your Jeff/Dave strategy deck that formalizes this into bullets you can show them.

You said:

I’m only human, so the role of preparing for what’s ahead, what some say is the job of a good CEO (to see what’s up ahead around the corner) is limited to my single brain. You, however, benefit from being a super computing AI, so, with this in mind, what’s ahead? How do we position for the unknown? My tiny mind has pondered the pivot, that would keep us invaluable to the industry, towards providing the software that counties, cities, and all planning commissions/planning contributors/city planners rely on. I can imagine this being a much more intensive project with a large human sales force, but, wouldn’t this make our new venture irreplaceable? If we controlled the format and output and data, because we own the software,

wouldn't our ability to scrape the data our subscribers wish to see, easy peezy? Summing up: this is an idea. What ideas do you want us to be aware of? Use your AI crystal ball and get prophetic.

ChatGPT said:

Thought for 45s

You're asking two questions at once:

1. What's actually coming around the corner in this space?
2. Is "own the software cities use" the inevitable endgame, or a trap?

I'll tackle both, then give you a short checklist of strategic moves to keep you optional and hard to kill.

1. What's ahead (realistically) in the next 3–7 years

A. AI will read every public document, everywhere

Someone will:

- Continuously ingest agendas, minutes, staff reports, studies, permits, RFQs, RFPs.
- Run models over them to create:
 - Early project leads
 - Policy intelligence
 - Risk/compliance summaries
 - "Tell me everything happening in X jurisdiction on Y topic."

That "someone" could be:

- A gov-tech incumbent: Granicus (Legistar / OneMeeting / PrimeGov) or CivicPlus (CivicClerk / Agenda & Meeting Management).[Capterra+6Granicus+6Granicus+6](#)
- A permit/CM-like player who bolts on agenda AI.
- A new specialist like you.

So the race is not whether this happens; it's **who owns the niche and the narrative in each vertical**. Your vertical is: "people who move dirt and build income-producing assets."

B. Gov meeting software is already a mature, crowded category

What you're imagining—"software cities and counties rely on to run agendas and meetings"—exists now:

- Granicus: agenda + meeting management (Legistar, OneMeeting, Peak), used by thousands of agencies. [Granicus+5Granicus+5Granicus+5](#)
- CivicPlus: Agenda & Meeting Management (formerly CivicClerk / BoardSync), integrated with their .gov websites and portals. [demo.civiceengageopen.help+6CivicPlus+6CivicPlus+6](#)

They already:

- Automate agenda creation and routing
- Handle in-meeting voting, roll calls, public comment
- Publish searchable agenda/minutes portals

So “be the software cities use” is **not a greenfield**. You’d be walking into an entrenched gov-tech battlefield with 10–20-year incumbents, compliance requirements, and long procurement cycles.

C. Open meeting / transparency pressure will *help* your current model

Trends:

- States continue to tighten open meeting and public records rules.
- Vendors like Granicus/CivicPlus now advertise “searchable portals for all agendas, packets, and minutes.” [civicplus.help+1](#)

That means, over time:

- More agendas, packets, and minutes become **machine-readable, consistently posted, and searchable**.
- This **lowers your scraping friction** even if you don’t own the software.

In other words: laws + incumbents will do half the work of structuring the data for you.

D. Permits and planning will get closer together, but not collapse

It’s natural to expect:

- More integration between permitting systems (Accela, Tyler, SmartGov, etc.) and agenda systems (Granicus, CivicPlus, etc.).
- But politically and operationally, planning/legislative vs. permitting/inspection are different universes inside cities.

For you:

- That fragmentation is annoying technically, but it gives you a durable role as the **horizontal “intelligence” layer** that reads across all of it.

2. Is “own the city software” the right endgame?

Let’s treat your idea as a concrete strategic option and evaluate it like a board would.

Path A – Become a gov SaaS vendor (you own the agenda software)

Upside:

- You’d literally sit in the workflow where agendas are created:
 - Direct DB access; no scraping.
 - First-party structured agenda items.
- You could enforce your own schema:
 - Every item comes with project_type, parcel IDs, staff recommendations, etc.
- Lock-in and defensibility:
 - Once 100+ cities run on your platform, it’s hard for others to displace you or fully replicate your dataset.

But the cost profile is brutal:

- You are now competing with Granicus/CivicPlus and others who:
 - Have 20+ years of product and credibility with clerks.[demo.civiceengageopen.help+6Granicus+6Granicus+6](#)
 - Understand RFPs, security certifications, ADA, records retention.
 - Already handle streaming, minutes creation, voting, etc.
- Sales motion:
 - 6–18 month procurement cycles.
 - RFP responses, demos to clerks and IT, security reviews.
 - Legal and implementation teams, not \$99/mo self-serve.
- Culture shift:
 - Your entire company would be forced to optimize around **government clerks as customers**, not dirt guys and GCs.

You could do this, but you would be building a **completely different company** from the one that sells planning intel to contractors. The fact that “data would then be easy to scrape” doesn’t automatically justify turning into a gov SaaS vendor.

Path B – Stay “over the top” and use incumbents as unwitting feeders

This is the path I’m biased toward for you.

You:

- Assume cities will continue adopting:
 - Granicus/Legistar/OneMeeting/Peak.[Granicus+2Granicus+2](#)

- CivicPlus agenda & meeting management. [civicplus.us.document360.io+3CivicPlus+3CivicPlus+3](https://civicplus.us/document360.io+3CivicPlus+3CivicPlus+3)
- Treat those systems as **publishing pipes**:
 - They output agendas, packets, and minutes to public portals.
 - You consume those outputs, normalize them, and turn them into “construction intelligence”.

Your moat then comes from:

- Coverage (jurisdictions + consistency)
- Verticalization (tags and filters only dirt guys care about)
- Relationships and workflows on the private side (contractors, developers, lenders)
- Proprietary AI tuning on planning content

Owning the software cities use isn’t required for that.

You just need:

- Robust ingestion from:
 - City/county sites
 - Utah PMN / equivalents
 - Granicus and CivicPlus public portals
- A data model that assumes different sources but ends up with the same “project object.”

Path C – Hybrid: small gov software wedge, but not full platform

If you want an “irreplaceable” angle that touches the public sector without trying to out-Granicus Granicus, think:

- **Small, narrow tools** where incumbents are weak, such as:
 - AI-driven staff report assistant (drafts staff reports from applicant submittals).
 - AI minutes summarizer that ingests audio/video and agendas to draft minutes.
 - AI zoning/code assistant that checks staff reports against code sections.

Those could be:

- Sold directly to a few smaller cities/counties that:
 - Don’t want or can’t afford full Granicus/CivicPlus.
 - Or want an add-on to help with staff productivity.
- Or eventually white-labeled / OEM’d into:
 - Granicus, CivicPlus, or others as “AI copilot” modules.

In that scenario:

- You still don’t own the main “agenda platform,”
- But you **embed** in the workflow and gain privileged access to structured agenda data where customers consent.

That's closer to "smart module" than "we will be the next Legistar," and far more realistic with your capital and sales appetite.

3. How to position now for unknown futures

Think in "options," not fixed destiny. Here's how I'd architect your strategy so you can pivot later if needed.

Design the product as a data + AI layer, not a one-off scraper

From day one:

- Treat "Agenda Source" as a pluggable type:
 - `SOURCE_TYPE = {SCRAPED_HTML, SCRAPED_PDF, PMN_API, GRANICUS_PORTAL, CIVICPLUS_PORTAL, DIRECT_FEED}`
- Every agenda item in your DB gets:
 - `source_system` (e.g., "Granicus-Legistar", "CivicClerk", "PMN", "CustomCitySite").
 - `source_url` and `source_meeting_id`.

Later, if you:

- Win a direct data feed or lightweight plugin with a city, you just add a new `SOURCE_TYPE = DIRECT_FEED` and skip scraping.
- Or if you build a small module that lives inside some city's system, you integrate as another source.

You never tie your existence to "we own the whole stack."

Build moats on the private side, not the public side

Public side (cities, counties):

- You will never own all of them.
- You will always rely on whatever agenda systems they use.

Private side (your buyers):

- You can own:
 - Contractor segments (GCs, dirt guys, developers, lenders) in targeted regions.
 - The internal language and workflow they care about:
 - "How many lots?" "What kind of site work?" "When does this go to construction?"
 - Their recurring habits:

- Monday morning digests, project watchlists, integration into their CRM or estimating.

Once those habits are ingrained, replacing you is not trivial, even if someone else has similar raw data.

Keep the “gov SaaS pivot” as a no-regrets R&D track, not core plan

Practical way to keep that door open without betting the farm:

- Pick 1–2 small cities you already have relationships with (Utah County, Spanish Fork, etc.).
- Offer them:
 - A **tiny, narrowly-scoped staff-assist tool** (e.g., AI staff report generator, AI minutes summarizer).
- Learn:
 - What they hate about current systems.
 - How they think about cost, contract, procurement.

Do that quietly, as **learning**, not as your main revenue engine. If you later see a truly exploitable gap (e.g., “there is zero modern tool for planning staff reports that integrate with X”), then you may spin out a dedicated gov module.

4. Concrete things I’d like you, Jeff, and Dave to be aware of

You asked for “AI crystal ball and prophetic.” Here is the short list I’d pin on the metaphorical whiteboard:

1. **Incumbent gov SaaS will not sit still.**
 - Granicus and CivicPlus will add AI summarization and search over agendas/minutes. That’s expected.
 - Your advantage is specialization: “We don’t care about everything, we care about projects that generate work for contractors and developers.”
2. **Your magic is pre-permit project intel, not the agenda artifact itself.**
 - Everyone will be able to search “all agendas” soon.
 - Much fewer will:
 - Correctly identify which items become real projects,
 - Tag them with dirt/GC-relevant attributes,
 - Push them into workflows contractors actually use.
3. **Owning a gov agenda platform is not required for defensibility.**
 - Your defensibility will come more from:
 - Coverage + consistency in key regions,
 - Deep contractor adoption,
 - Historical corpus (years of linked planning→permit→project outcomes),

- Contractor-side tooling and integrations.
 - 4. **But you should still design as if direct feeds are coming.**
 - Architect everything with `source_system` and `source_type`.
 - Be ready to ingest:
 - Scraped HTML/PDF,
 - PMN APIs,
 - Direct JSON feeds from future city partners,
 - Exports from Granicus/CivicPlus portals.
 - 5. **Historical data will become a big strategic asset.**
 - Over time, your ability to say:
 - “Here’s how long it usually takes from planning approval to permit in Jurisdiction X,”
 - “Here’s how many approved projects actually turn into starts,”
 - ...becomes something even incumbents don’t have in a construction-focused way.
-

5. Short checklist for your CEO brain

When you sit down with Jeff and Dave, use this as your “are we thinking far enough ahead?” list:

- Are we explicitly positioning ourselves as **pre-permit project intel for builders**, not a generic gov-doc AI?
- Are we architecting ingestion so we can handle:
scraped portals **and** future direct feeds/plugins without a rewrite?
- Are we deliberately building habits/workflows on the **contractor side** (digests, alerts, watchlists) that make us hard to rip out?
- Do we have a small “gov R&D” lane (1–2 pilot tools for staff) that keeps open the option to embed closer to city workflows, without becoming a full-blown gov SaaS vendor?
- Are we tracking the big incumbents (Granicus, CivicPlus, etc.) enough to see when they move toward construction-specific intelligence, and ready with a sharper, more opinionated version?

If you want, next I can draft a one-page “Future Risks & Optionality” memo you can drop right into your Jeff/Dave deck so this strategic layer doesn’t get lost once you’re knee-deep in scrapers and CSVs.