



Minutes

February 10, 2022, | 8:30 a.m.

Blue Earth City Hall, Council Chambers

Officers: Marc Meier, Chair; Lissia Laehn, Vice Chair

Members Present: Lissia Laehn, Annie Nichols, Shellie Poetter, Deb Anderson, John Huisman

Staff: Amy Schaefer, Emily Davis, Mary Kennedy

Absent: Mandy Fletcher, Marc Meier

1. Call Meeting to Order

Vice Chair Laehn called the meeting to order at 8:30 am

2. Approve Agenda

Davis requested the addition of 4c. Media Survey to the agenda.

Motion by Huisman, second by Laehn to approve the agenda with addition. Motion passed unanimously.

3. Approve Consent Agenda

a. Minutes from January 13, 2022

b. Financials & Transactions

Motion by Nichols, second by Nichols to approve the Consent Agenda as presented. Motion passed unanimously.

4. New Business

a. 2022 Fall Festival

Poetter explained that the Chamber plans to expand on the Fall Festival in 2022 and inquired REV's interest in partnering on the event again. Poetter noted that this event would again be the kick-off to the Community Scarecrow contest and there would be additional activities during the day. Some of the ideas that are being discussed include a meat cook-off and a Maker's Fair. REV participated by hosting the Volunteer Fair this past year. Schaefer suggested again hosting the volunteer fair but adding an active element such as a caramel apple station and planning earlier to include more volunteer organizations.

b. 2022 Business Survey

Schaefer shared the business list she uses to track visits from her office and noted which businesses REV has surveyed thus far. The Entrepreneurial Talent Checklist and Talent Typology worksheets were included in the packet. Kennedy reminded the committee that when REV began surveying businesses, they used these documents as tools to identify businesses and inquired whether the committee would like to utilize this again to be more thoughtful and specific with targeting surveys in 2022. The committee was in favor of utilizing the tool. Schaefer will prepare an updated business list. Kennedy will work to assign Business Types to REV Committee members and send out an assignment prior to the next committee meeting.

c. Media Survey

Davis provided results from a survey she conducted with students at Blue Earth Area in grades 9-12. The survey asked the following four questions, with the relevant responses:

1. Please select from the list below what information you would like to receive from companies about working at their company (General information 75%, job opportunities 73%, scholarships 71%)
2. What would entice you to talk to a company at a career event? (Food 75%)
3. Please select from the list below which ways you would like to learn about the different careers within our area (Job shadow opportunities 64%, field trips 64%)
4. What platforms are best for businesses to reach you? (email 76%, Instagram 35%)

Davis noted that there is approximately 340 students in grades 9-12. The survey was sent out on 2/8/22 and the data shared was as of 2/9/22.

5. Old Business

a. Entrepreneur Pop Up

Kennedy noted that she has not yet met with Meier and Davis but plans to organize a meeting prior to the next REV meeting in order to stay on track with the deadline of the May REV meeting to provide a proposal to the committee. Kennedy shared the draft Purpose of the program. Huisman discussed the potential for the Huisman Family Fund to participate in this program in the form of both grants and loans for entrepreneurs and startup companies.

b. Funding Update

A 2022 funding update was included in the packet. At this time, \$19,500 has been pledged locally towards the 2022 budget, with \$2,500 of that being specifically for SHOP. Sertoma has not yet indicated an amount.

c. Ripple Map Report

The draft Ripple Map report was included in the packet. Kennedy asked for feedback which will be passed on to Scott Chazdon for final inclusion.

d. REV Owatonna Gathering

Davis provided an update on the most recent REV Quarterly Gathering which was held last month in Owatonna. Davis explained the photo which was included outlining ways that REV can increase traffic and presence to its Facebook page and website. Laehn suggested sharing videos that Our Story Productions has created for local businesses. The committee also talked about highlighting and spotlighting local entrepreneurs on the Facebook page. It was agreed that Website will be a standing agenda item to provide information and updates that should be incorporated each month.

6. Other Business

a. Welcome Baskets

Kennedy shared a post card which was created highlighting the volunteer organizations in the community and asking the group to identify any missing.

The only sale to report was on E 5th Street, where Dr. Adams has purchased a home. Marc Meier was nominated to deliver that basket.

b. SHOP Update

Davis discussed the planning of the upcoming tour day and the challenges being faced. Currently, the subcommittee is feeling uneasy about the level of commitment from local businesses in their willingness to participate, due to Covid-19. The committee discussed potential options for pivoting the event to focus on smaller groups and ultimately gave the subcommittee any and all authority to adjust the tour day as necessary.

7. Adjourn Meeting

Motion by Nichols to adjourn the meeting at 9:42 am.

NEXT MEETING JANUARY 13, 2022.