



## Minutes

November 10, 2022, | 8:30 a.m.  
Blue Earth City Hall, Council Chambers

**Officers Present:** Marc Meier, Chair, Lissia Laehn, Vice Chair

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

**Members Absent:** Mandy Fletcher,

**Staff:** Amy Schaefer, Mary Kennedy

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### 1. Call Meeting to Order

Chair Meier called the meeting to order at 8:31 am

### 2. Approve Agenda

*Motion by Nichols second by Poetter to approve the agenda as presented. Motion passed unanimously.*

### 3. Approve Consent Agenda

#### a. Minutes from October 20, 2022

#### b. Financials & Transactions

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

### 4. New Business

#### a. 2023 Business Surveys

The committee discussed whether there was value in continuing to pursue REV business surveys or not. Schaefer shared that the EDA business visits include a survey, and the REV surveys are doubling up on the EDA surveys. Laehn indicated that this is a good example of REV handing off a project or program to a different entity. The committee felt the EDA should be the lead organization working on businesses meetings and survey work.

*Motion by Laehn, second by Nichols to end REV's business survey programming. Motion passed unanimously.*

### 5. Old Business

#### a. Entrepreneur Pop-up Project

The committee discussed moving forward with changes to the Entrepreneur Pop-Up Project. The biggest changes including phasing the program into a first phase of basics and a second phase which would come with a cost, and include the pop-up market portion; as well as not pairing participants with a mentor, but rather inviting speakers to each weekly meeting and providing contact information for later follow-up connections. The committee agreed that this will be the main focus of next month's meeting and that it may be a good idea to assign a few committee members to different parts of the project for planning purposes.

**b. B.E. Welcoming Updates**

Poetter shared that the Day of the Dead Festival was a great success. Meier also indicated that the event was successful, noting he believed nearly 400 people attended. Schaefer shared that the project was successful beyond just attendance and that the group would be continuing to work through the coming months to offer more resources.

**c. 2023 Donation/Fundraising Plans**

Kennedy will create an update letter which can be sent out to each of the organizations that donated funds in 2022. Nichols suggested that we don't seek out funding in 2023 due to a healthy budget balance sheet. The committee agreed that fundraising efforts could hold off until the following year unless something changed at a later date. Nichols shared that she'd connect with Davis to get the list from 2022 to find out when meeting dates are so a REV committee member can plan to attend board meetings to provide an update on 2022 and thank boards and organizations for their contributions.

**6. Other Business**

**a. Welcome Baskets**

419 S Nicollet (Review again next month to see if they've moved in)

Kennedy inquired if the group was interested in hosting an event to welcome new community members. The Committee will discuss this at their next meeting.

**b. Website Updates**

- Remove the Day of the Dead Banner from the home page
- Add photos of the Day of the Dead Festival to B.E. Welcoming tab
- Fix image links
- Remove "Getting Involved" tab

**7. Adjourn Meeting**

*Motion by Laehn second by Poetter to adjourn at 9:44 am.*

NEXT MEETING November 10, 2022