



Minutes

January 12, 2023 | 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

Members Absent: John Huisman, Mandy Fletcher

Others Present: Emily Davis

Staff: Amy Schaefer, Mary Kennedy

1. Call Meeting to Order

Chair Meier called the meeting to order at 8:30 am

2. Meeting Opened to the Public

3. Approve Consent Agenda

a. Minutes from December 8, 2022

b. Financials & Transactions

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

Motion passed unanimously.

4. Old Business

4.1 E Pop-Up Project

Kennedy reported that so far she has confirmed from three of the past committed participants are still interested in the Entrepreneur Project, but there may be more. REV discussed Phase 1 and agreed on the following:

Content

Week 1: SWOT Analysis, Market Research and Analysis exercises

Week 2: Lean Business Plan

Week 3: Create Elevator Pitch, Inventory exercise

Week 4: Funding

Week 5: Myth Busting, Marketing, Phase 2 Prep

Marketing

\$50 Facebook

Motion by Poetter second by Anderson to approve the marketing budget as \$50 for Facebook. Motion passed unanimously.

Schedule

All 5 Wednesdays in March (3/1, 3/8, 3/15, 3/22, 3/29) from 5:30 -7:30 pm at the Blue Earth Senior Center

Applications

Due February 15th, no fee

4.2 Welcome Event

The committee agreed to host the New Resident Welcome Supper at Average Jo's on February 8, 2023 from 5:00 – 7:00 pm pending approval from Average Jo's. Poetter will discuss the event with Pirsig and Kennedy will arrange invitations to be mailed to new residents. REV agreed to allow Poetter coordinate pizza ordering with Average Jo's and to allow Kennedy to handle design and postage for the invitations.

Motion by Laehn, second by Nichols to proceed with the New Resident Welcome Supper, with coordination for invitations, Average Jo's and associated costs being managed by Poetter and Kennedy. Motion passed unanimously.

5. New Business

5.1 Resident Information

Schaefer provided an updated from KEYC News regarding the commercials that have been circulating. The representative working with Blue Earth has recommended keeping information on the new residents moving to Blue Earth in order to properly track information and support targeted marketing efforts. REV agreed this was a good idea. Schaefer provided a binder with simple demographic data to be recorded. The binder will be stored with the welcome baskets and asked that everyone assist in keeping it updated.

5.2 Teaching Young Entrepreneurs

Schaefer shared information on youth entrepreneurs and invited REV to consider how the board could become more socially involved in supporting Blue Earth's younger entrepreneurs. She has connected with the business teacher in the high school and has also established relationships with at least three youth entrepreneurs who will be highlighted at February's EDA meeting. Kennedy suggested researching Junior Achievement, noting that conversations were currently underway with Fletcher and Kiwanis. Meier noted that Jason Bonnema of Thrivent also supports student entrepreneurship efforts with Genesis Classical Academy and it's sophomore class.

6. Other Business

6.1 Welcome Baskets

- Melissa Greer – 516 N Gorman Street (Annie Nichols)
- Deanna Brenny – 428 S Galbraith (Marc Meier)

6.2 Website

Anderson will change the graphic to update the schedule and language about mentorship and Davis will repost the new graphic and update the language about the Entrepreneur Project.

7. Staff Report

No updates

8. Adjournment

Motion by Laehn second by Nichols to adjourn at 9:48 am.

NEXT MEETING February 9, 2023