



Economic Vitality Committee Notes OTAC

December 3, 2019

12 p.m.

Cameron Street Conference Room

In attendance: Nate Crandell, Shirley Dodson

Staff provided an overview of projects that were discussed during the 2019 Board Retreat that may relate to the EV Committee such as; a New Business Packet/Welcome Kit, a Business Captain Program, Roundtable Planning, and Topics for the Small Business Seminars.

Business Captain Program

-Who would these people be?

-We need to be able to sell the importance of the program, a rising tide raises all ships.

-Possibly have representatives from each Committee serve as Business Captains for a year.

-Captains could serve the businesses that are in close proximity to their own business.

-Serve new and existing businesses (connecting them with the right people, introducing themselves, answering preliminary questions, etc.)

-Captains can be given a checklist that includes items such as "did they receive their welcome packet?", "Within the week someone will check up on them and provide follow up answers to any questions"...

-Business Captains can have an informational sheet/digital pdf they email out to people that tells businesses what the point of the program is and who they are/when they should be contacted.

-Concerns gathered during BCP visits can be looked at to form roundtable topics.

New Business Packet/Welcome Kit

-This is a piece of literature that a business captain could distribute to new businesses opening,

-digital copies available on the website.

-need to promote continued engagement with the Business Captains, maybe institute a 3 month checkup after the new Business Packet is delivered.