

## **March 23<sup>rd</sup>, 2017 – Conference Call**

### **Agenda – Entrepreneurs On Tap**

- Agenda overview – any others to add?
- To-do's from last call
- Action Items:
  - Decide on logo changes & Program Info.
  - Eventbrite Page – Set-up & share. What's left? Final date to get out.
  - Final Event Logistics
  - Next Steps – Recap To-Do Items.
  - Next meeting Date

### **To Do's from Last Meeting:**

- Shawn – Engage Jarid about getting social media out through ReGen.
- Betsy – Reach out and confirm RaeAnne from SwankySweetPea as a panelist.
- Shawn & Amanda:
  - Finalize logo & incorporate Recharge the Range into material(s)
- Amanda – Set-up an EventBrite page.
- Shawn – Send e-mail to presenters & moderator confirming date, informing on timeline, and follow-up of detailed presenting information.
- EventBrite Page set-up by 3/10.

## **Small Business Strategies**

### **Conference Call**

**March 23<sup>rd</sup>, 2017**

**11:00 a.m. – 12:00 p.m.**

**In Attendance:** Shawn Wellnitz, Amanda Rolfe, Steve Peterson, Betsy Olivanti, Polly Ann Sorcan and Sara Ferkul

### **Discussion on the to-do's from the last meeting:**

Shawn spoke with Jared Sabin about helping distribute information through ReGen and social media.

Betsy reached out to Tylor Asbach from Hometown Focus. He's very interested in being involved and would like to help in any way.

Amanda has created an Eventbrite page. She has also worked with Giant Voices to create a logo for the event. She is also working on creating a one page flyer about the event.

### **Logo Option Discussions:**

Four logo options were created. Decided to remove the tap handle from the logo. Also decided that keeping the Recharge the Range initiative smaller on this logo but on any publications including the actual Recharge the Range logo. The dark red color that was chosen for the logo was to represent the iron ore red of the Iron Range.

### **Next Steps:**

Amanda is going to adjust the logo to what we discussed. She is also going to complete the one pager. Once the logo is complete Amanda will complete the Eventbrite page and it will be ready to go live. She will also be giving access to Betsy and Sara.

Sara will be working on getting a story in the "Ranger" newsletter on April 5<sup>th</sup> and then a smaller follow up on April 19<sup>th</sup>. Sara will also be going through the Recharge the Range invite lists and getting contact information to Amanda to distribute.

Reaching out to service providers to see if they would like to do a quick introduction and short description of their services. Also asking if they would like a table during the social hour to showcase their available options.

Betsy: Hometown Focus (Made on the Range), White Ivy

Shawn: Web Goddess, Art Unlimited and Giant Voices

Steve: W.A. Fisher

### **Next Meeting:**

Conference Call

April 11<sup>th</sup>, 2017

10:30 a.m. – 11:30 a.m.

