

Ferkul, Sara (IRR)

From: Shawn Wellnitz <shawnw@entrepreneurfund.org>
Sent: Tuesday, August 23, 2016 4:20 PM
To: Amy Hendrickson; Anna Anderson; betsy Olivanti; Dan Chase (chasedan1@msn.com); Daniel Palo; Dave Setnicker; Elaine Hansen; Gary Corradi; Ian Carlstrom; Jan Carey; Jennifer Pontinen; Jim Nyhus; Jim Nyhus2; Leez Kuznetsova; Leez Kuznetsova2; Linda Pederson; Lory Fedo; Finnegan, Mary K (IRR); Michael Colclough; Mike Jugovich; Rich Puhek; Rob Ward; Roger Kochevar; Ryan Hoffman; Stephen Peterson; Steve Giorgi; Ted Arnoldy; Tom Duffy
Cc: Stephen Peterson; betsy Olivanti; Finnegan, Mary K (IRR); Ferkul, Sara (IRR); jrsabinmn@gmail.com; ironrangemakerspace@gmail.com; Ian Carlstrom; Jennifer Pontinen
Subject: Recharge The Range - August 25th Meeting.
Attachments: Recharge The Range_July 21 Meeting Notes.docx

Good afternoon,

A friendly reminder that our next Recharge The Range working group will meet this Thursday.

Thursday, August 25th

6:00pm to 8:00pm

MN Discovery Center – Mining & Reclamation Building

When you enter the Minnesota Discovery Center main driveway, stay left. The Mining & Reclamation Building is a white building behind the main museum.

Next Steps from last meeting:

- **Assemble a core group to lead and mobilize the work.** IRRRB, UMDCED, ReGen, and the Entrepreneur Fund committed at the meeting. Group will invite Itasca Economic Development Corp (IEDC). It was agreed that we need a broader group of stakeholders (small business & community) but that the core group can provide the logistics & upfront work. Use others as features for sessions, bring participants, etc so that we don't bog them down in meetings. Shawn Wellnitz will reach out to IEDC.
- **All group members will bring 2-3 session ideas AND who would be featured panelists/speakers.**

8/25 Agenda

- Present and decide on session topic for first event.
- Determine format/style of event.
- Determine tentative date for first event.
- Name the event(s)
- Name our group

See you Thursday!



Recharge the Range

Small Business Strategies Group

Meeting Outcomes - August 25th, 2016

Event Topic:

Entrepreneur Forum – Online strategies to grow your business

Event Format:

- Led by entrepreneurs who have done it.
 - 1 Moderator (entrepreneur) & 3 panelists (entrepreneurs).
 - Panelists will be a variety – geography, type of business, how they used it.
- Casual panel – sitting on stools, no table. Informal
- Held at Discovery Center – Theater
- Time:
 - 5:30 to 6:00 Social
 - 6:00 to 7:00 Panel discussion
 - 7:00 to 8:00 Networking
- Cash Bar. hors d'oeuvres served.
- Possible Dates:
 - Thursday, March 2, 2017 (1st Choice)
 - Thursday, March 9, 2017 (2nd choice)
 - Thursday, February 23rd (3rd Choice)

Possible Panelists & Moderator:

- Anna Anderson – Art Unlimited (Cook)
- Lillylane Embroidery (Online cozies / Hibbing)
- Dogbooties.com (Duluth)
- Christina Anderson (Grand Rapids)
- Swanky Sweatpeas (I-falls)
- Made on the Range
- Jessica Norsdale, thunkinjings.com

Roles & To-Do's:

- Mary Finnegan & Sara (IRRB) –
 - Discovery Center Dates & Reservations
 - Food & beverage
- Jared Sabin – Create an event page that can be shared by all organizations and participants.
- Shawn Wellnitz & EF– Engage a marketing / creative on the range to come up with some name options for the event.
- Shawn Wellnitz & EF – Moderators & Speakers lined up

Next Meeting:

- Status check-in on items above
- Target: Finalize everything by November 30, 2016.
- Marketing & Communications roll-out.

Small Business Strategies

August 25th, 2016

6:00 p.m. – 8:00 p.m.

Mineland Reclamation

In Attendance: Shawn Wellnitz, Mary Finnegan, Sara Ferkul, Andrew Hanegmon, Lory Fedo, Steve Peterson, Betsy Olivanti and Jared Sabin.

Recap from the last meeting on July 21st meeting.

Discussion on presentation and session topics for conference:

Downtown Development: Talk of bringing in Michele Reeves from Portland, believed to be a \$7,500.00 fee to bring her here. Possible keynote speaker? Possibly Minnesota Main Street or Jennifer Pontinen. The BER program should be discussed. Green space, the values behind it and how it makes it more appealing.

Realities of Restaurants: Bringing in successful business owners, possibly Jessica and Erik Lietz (Boomtown/Whistling Bird) or Brian Flaherty (Blackwoods/Tavern on the Hill). How to make a restaurant work?

Economic Reality: How do you market your community/region? October 11th the Northeast Chamber (Bud Stone, President) will be hosting an event to bring everyone together to start branding the region. Video of region possibly being made, Betsy mentioned working with Sheryl, Ali, Lee, Janelle and Drew.

Entrepreneurship on the Iron Range: Growth and Track small businesses, cultivating an entrepreneur. Panel of likeminded people. Possible person – owner of Art Unlimited.

Manufacturers: How have they made it? What works? What doesn't? Possibly speakers – Sandy Bryant-Hibbing Fabricators, Detroit Remand, Ross Robillard-Midwest Aircraft, AMFA, Mitch Robertson-TriTec.

Entrepreneur Meet Ups? The One Million Cups. Similar to SCORE. This program is here to encourage entrepreneurship. They have a structured format – people get 10 minutes to pitch a business idea, the panel will then give them direction and help. They have a chapter in Bemidji, LaunchPad has meetings every week. Discussion to see if the area chambers can replicate this program in some way.

Creation of a resource list for entrepreneurs. How to navigate through zoning, permits etc.

Should we have lenders/banks at this event?

Forum Planning:

Topic: Online Strategies for Growth of your Business.

Possible Dates (Listed in order of preference):

Thursday, March 2nd, 2017

Thursday, March 9th, 2017

Thursday, February 23rd, 2017

Social hour in the taconite square, presentation to be held in the theater of MDC if available

Times:

5:30 p.m. – 6:00 p.m. Social Hour/Networking

6:00 p.m. – 7:00 p.m. Presentation Start Time

7:00 p.m. – 8:00 p.m. Additional Networking

Format:

Casual setting, stools for panel/headline speaker (no tables)

Appetizers and cash bar during the social hour

Speaker/Panelist Possibilities:

- Anna Anderson (Art Unlimited) artunlimitedusa.com
- Lilylane Embroidery (Online can Coozies – Hibbing)
lilylaneembroidery.com
- Christina Anderson (Grand Rapids) Yoga Studio?
- Swanky Sweetpeas (International Falls) swankysweetpea.com
- Jessica Norsdale – etsy.com/shopThunkandjings

Roles of the Group:

Jared Sabin to create and event page. Will need to be able to RSVP either on this site or an email/phone number to contact.

Sara Ferkul and Mary Finnegan to check availability at Minnesota Discovery Center. And find out about the appetizer options and prices.

Shawn Wellnitz to set up speakers/panelists and create a name for this event.

Next Meeting:

October 13th at 6 p.m. at the Mineland Reclamation Building

****Goals: Have your roles finalized by November 30th.**