

May 16, 2017 – Small Business Strategies
Entrepreneurs On Tap Recap

Agenda:

1. Check-In: Goal of 60 registrations & forming the Entrepreneur Council
2. Lessons Learned:
 - i. What Worked Well
 - ii. What Needs to be improved for next time.
3. Convening the Entrepreneur Council:
 - a. Reaching Out – those who signed up & others.
 - b. Role of Council
 - c. Rough out dates for next 2 meetings

**Small Business Strategies
Conference Call
May 16th, 2017
10:30 a.m. – 11:30 a.m.**

On the Phone: Shawn Wellnitz, Amanda Rolfe, Steve Peterson, Betsy Olivanti and Sara Ferkul

Recap of Entrepreneurs on Tap event:

Original goal for the group was to have 60 attendees. We had 50 RSVP's plus staff and vendors for the event. The night of the event we had 48 attendees. Overall we were happy with the turnout because it was the first event.

We also had attendees complete a short survey to see if any of them would be willing to be a part of the planning committee as well as would they would like to hear about at the next event. 8 people responded by saying yes they would like to be a part of the committee and 3 people said they might like to be a part of the committee.

We also had general discussion about what worked with the event as well as what could be improved or re-formatted to make the event more successful.

What was successful?

- It seemed that connections were made between attendees. The networking after the panel was concluded continued on for over an hour.
- The Q & A was very successful. The participation and enthusiasm shown was encouraging.
- The Eventbrite site seemed to work well for RSVP's.

What could be improved or re-formatted?

- Keep the entire event in one room instead of moving to another room for the panel.
- Record the event so it can be shared and posted on social media.
- Possible Question and Answer section following each individual speaker instead all at the end of the event.
- Should it be more conversational or more formal? Further discussion is necessary.
- Shorten the presentations and have more time for Q & A's.
- More communication with panelists and resource vendors – creation of a 1 pager showing the process.

Moving Forward:

Convene the council.
Choose date and location of next event.
Choose a topic to discuss.
Work on recruiting and finding speakers.

Next Meeting:
June 13th, 2017
8:30 a.m. – 9:30 p.m.
IRRRB - Eveleth