



A Grander Vision for the Heartland

Grow Grand Island Committee Meeting

Please complete and email to Nicki Stoltenberg (nickis@grand-island.com) within one week of the meeting.

10/6/15 8am at the Chamber

1.4 Local Sourcing

Attending:

Tonja Brown
 Tanya Potthoff
 Tammy Slater
 Freida Jemison
 Sara Bennett
 Griselda Rendon
 Sandra Barrera

TOPIC	DISCUSSION	ACTION / WHO	WHEN
BRE Data (reports from specific questions)	The BRE data is not turning up anything useful. We will need to consider other methods of building our database. The database ultimately needs to capture products/services for business to business. It will serve as a resource. We will look to develop a voluntary survey for area business to complete—likely online and doable in only a few minutes—starting with businesses that won’t require much arm-twisting, such as those already participating in GGI, as well as those on the Chamber & EDC Boards... perhaps others.	All: Be on the lookout for potential tools to facilitate the survey, and good examples of other effective survey formats. We will spend time discussing the survey concept next meeting.	For our next meeting.
Buyer Survey	Tonja sent out three questions to the list of businesses we selected last meeting to assess their current buying practices. Here are the questions: <ol style="list-style-type: none"> 1. What policies do you have in place for vendor selection? 2. Are there any trends impacting your purchasing practices? 	Tonja may reach out to a couple of the businesses who did not reply to see if they would still like to.	

	<p>3. What is your estimated percentage of local/regional purchases vs. out of the area purchases in a typical month?</p> <p>Three responses were shared (Dramco Tool, GI Express & GIPS). The responses were encouraging, as they already show an emphasis on buying local.</p>		
Chamber “shop local” campaigns?	<p>Chamber Bucks is a longstanding program; “Shop Small” has been done the last two years with downtown businesses; Small Business Saturday. These are very consumer-oriented vs. B2B, but we could learn from their approaches. Also, consumer attitude finds its way into business. We will discuss these campaigns at our next meeting and how best to evaluate them in January—taking what we learn to apply to our campaign.</p>	<p>Freida will provide information on the “shop small” campaign. Tonja will get information from Cindy to illustrate the success trend of the Chamber Bucks.</p>	
Campaign	<p>It is time to start formulating our campaign. The basic campaign “look & feel” should be used when doing the business resource survey.</p>	<p>Will be part of our next meeting agenda.</p>	

Next meeting: November 5, 8am at the Chamber

Volunteer Hours: 1hr x 7 people