

**Grow Grand Island Committee Meeting Report Form**

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

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| **11/5/15 4pm at the Chamber** | **1.4 Local Sourcing** |

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| **Attending:**  Tonja Brown  Freida Jemison  Sara Bennett  Griselda Rendon |

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| **TOPIC** | **DISCUSSION** | **ACTION / WHO** | **WHEN** |
| Chamber Bucks | YOY numbers were shared which range from $11k-$33k; Kearney’s new “card” is worth exploring as an alternative, as businesses don’t always know how to cash out the Chamber bucks. | Tonja will find out how the Kearney program works | For January mtg |
| Shop Small | Freida updated us on this year’s campaign—lots of materials were laid out in the conf room to see. She is about to launch. Tonja raised the question—**should this GGI committee take on the B2C campaign as well and co-brand?** | Frieda will report how the campaign goes, especially compared to last year | For January mtg |
| Campaign | Tonja shared a magazine ad that depicted a B2B buyer’s guide, which is what we are striving to achieve. She also shared some potential “branding ideas.” A web-based approach seems to be the best, which will involve some cost. | Committee will seek out other B2B examples, and will review the one Tonja shared. | For January mtg |
| Funding | “Launch” vs. “sustaining” finance models were discussed. Launch costs may come from grants, foundations, etc. Sustaining costs may come from “pay to play.” | Sara will seek out funding options for the launch. | For January mtg |

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| **Next meeting: January 14, 8am** |

**Volunteer Hours: 45 min x 4 = 3 hrs**