



**Visioneering Wichita  
Entrepreneurs & Small Business Strategic Alliance  
Agenda Meeting  
February 20, 2007  
Meeting Notes**

Attendees: Tracy Freeman, Sherdeill Breathett, James Mendenhall, John Stevens, Tim Pett, Josh Oeding, Hoyt Hillman, Liz Auer, Abel Perez, Donna Wright, Kendall Heier, Patricia Fields, Erik Pedersen, Lonnie Stieben, Marc Howell and Marcia Stevens

Leadership Team: Tracee Adams, Elizabeth Auer, John Beehler, Roger Douthett, Peggy Elliott, Laurene Gast, Margarita LaFarelle Hunt, Erik Pedersen and Donna Wright

Next Entrepreneurs & Small Business Strategic Alliance Meeting: April 3<sup>rd</sup>, 9:00 a.m., Self-Help Network, 358 N. Main, Kansas Meeting Room

Minutes from the January 31, 2007 Entrepreneurs & Small Business Strategic Alliance meeting were accepted and approved.

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I. Purposes of the Meeting

- Continue Development of Action Step Area #3: Facilitating Technical Assistance and Mentoring for Entrepreneurs
  - Updates since January meeting
  - Review draft selection criteria for MBI program participants and review committee (mentors to be developed later)
  - Discuss communication and marketing messages and strategies for MBI program
- Visioneering Wichita Updates

II. Action Step Area Discussion for Facilitating Technical Assistance and Mentoring for Entrepreneurs

Strategic Alliance members continued the discussion and development of key program elements and action steps for a minority business initiative, a primary idea to address the 3<sup>rd</sup> action step area of the Strategic Alliance to facilitate technical assistance and mentoring for entrepreneurs. The proposed initiative will provide education, mentoring and technical assistance to minority business entrepreneurs. The planning discussion for the minority business initiative began with a review of action steps from the January Strategic Alliance meeting and related information gathered based upon a timeline of activities to the anticipated announcement and launch of the initiative developed previously. Next, Alliance members reviewed the draft selection criteria document for the minority business initiative program participants and review committee members. This document was developed based upon ideas brainstormed at the January Alliance meeting. Selection criteria for mentors, who would provide customized team mentoring support to program participants completing the education component of the minority business initiative program, will be developed in the near future. Alliance members also discussed communication and marketing ideas and strategies for the minority business initiative around the initiative's name and tagline, as well as sponsorship of the initiative beyond just funding support.

III. Next Steps

The next Entrepreneurs & Small Business Strategic Alliance meeting will be held on April 3, 2007 from 9:00 a.m. to 11:00 a.m. at The Self-Help Network, 358 N. Main, in the Kansas Room. The primary purpose of the meeting is to continue the discussion and development of key action steps for the local minority business initiative, a primary idea to address the action step area to “facilitate technical assistance and mentoring for entrepreneurs.”