



**Visioneering Wichita
Entrepreneur and Small Business Alliance
Meeting Notes
May 3, 2007**

Attendees: Sherdeill Breathett, Marcia Stevens, Hoyt Hillman, Kristy Vogel, Donna Wright, Abel Perez, James Mendenhall, Tracee Freeman, Patricia Fields, Marc Howell, Jim Holt, Lonnie Stieben, Peggy Elliott, Robert Muhammad, Kendall Heier, Vera Bothner

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

Next Entrepreneur & Small Business Strategic Alliance Meeting: TBD

I. Purposes of the Meeting

- Continue Development of Action Step Area #3: Facilitating Technical Assistance and Mentoring for Entrepreneurs
 - Updates
 - Champions letter
 - MBI information documents
 - Kauffman training in Wichita
 - Marketing Plan for MBI presentation
- Community Identity Survey Findings
- Visioneering Wichita Updates

II. Community Identity Survey Findings

Vera Bothner, member of the Visioneering Community Identity Strategic Alliance, presented the Community Identity Survey results. The Community Identity Alliance members are those who market Wichita and care about our community identity. Janet Harrah, director of WSU Center for Economic Development and Business Research conducted the survey. The survey results are statistically valid. The common belief is that transplants have a better image of Wichita than natives. The survey results proved this theory to be incorrect. Details of the survey results can be found on the Visioneering website under the Community Identity Strategic Alliance.

III. Entrepreneur/Small Business Progress

Minority Business Initiative Marketing Plan – Presenter - Vera Bothner
(Suggestions received from Alliance Members to support the plan)

- Press Conference on May 14, 2007, at 1:30 p.m. – Self- Help Network
 - Need to reach and invite minority news media

- Need input on how to reach these people
- Invite key community leaders to the press conference
- Have Mayor Brewer introduce speakers at the press conference
- Might write letter to the editor prior to press conference
- Consider personally inviting the 33 Hispanic organizations within the community
- Reach people through personal messages at churches
- Develop a bulletin insert for use in churches, social and civic group publications
- Develop PSA for Hispanic TV station
- Provide "flyers" for use at Neighborhood Association meetings
- Deliver marketing materials in other languages
- Person to person
- Use list of minority business organizations that target small business (John B has the list)
- Contact various ministerial alliances within the community
- Provide PSA's for city and county websites
- We need to invite Mohan K!

Minority Business Initiative Documents – Presenter – John Behler
(Suggestions from Members about the 1st Stage Information "flyer")

- Looks good! Contains all the info that is needed
- Work with a "marketer" to arrange in sequence
- Maybe offer (2) two orientation dates
- Change contact for Diane to: Visioneering Wichita
- Needs visual diagram
- List organizations that support this Alliance
- This document could become the "Bulletin" insert for churches and civic organizations.

IV. Updates and Next Meeting

The next leadership team and alliance meeting date will be established after the Press Conference and Annual Meeting. Members will be notified by e-mail.