



**Visioneering Wichita
Entrepreneurs & Small Business Strategic Alliance
Agenda Meeting
April 27, 2006
Meeting Notes**

Attendees: Hoyt Hillman, Jennifer Szambecki, Wayne Isaac, Dan Hartman, Rosalie Bradley, Liz Auer, Jael Van Boening, Treatha Brown-Foster, John Stevens, Roger Douthett, Joe Goetz, Jim Holt, John Beehler, Trish Brasted, Shayla Stevens, Peggy Elliott, Patrick James, Robert Muhammad

Leadership Team: Elizabeth Auer, John Beehler, Roger Douthett, Peggy Elliott, Laurene Gast, Jim Graham, Margarita LaFarelle Hunt, Erik Pedersen, Steve Thomas and Jael Van Boening

Next Entrepreneurs & Small Business Strategic Alliance Meeting: May 23, 9:00 a.m., Self-Help Network, 358 N. Main, Kansas Meeting Room

Minutes from the March 28, 2006 Entrepreneurs & Small Business Strategic Alliance meeting were accepted and approved.

I. Purposes of the Meeting

- Summarize accomplishments to date
- Review findings from Racial Attitudinal Survey and discuss implications for Alliance's work
- Continue Discussion on Action Step Area #3: Facilitating Technical Assistance and Mentoring for Entrepreneurs
 - Present additional information
 - Greenwood Consulting Report
 - Develop key actions for prioritized ideas, including who needs to be involved, what needs to be accomplished and by when
- Visioneering Wichita updates
- Next steps for May meeting

II. Review of Racial Attitudinal Survey Findings & Implications for Alliance's Work

Peggy Elliott, leadership team member for the Entrepreneurs & Small Business and Racial Diversity, Opportunity & Harmony Strategic Alliances presented the summary findings from the Visioneering Wichita Racial Attitudinal Survey. Over 2,500 people in the Wichita MSA took the survey, which was available in English and Spanish. In the overall index, the greatest variation in perception was the race demographic, with little difference in other demographics including income, age and education. Perceptions between races related to educational and economic opportunity (education, college, job and starting a business) were the greatest. There was less variation in perceptions related to racial harmony (get along, improve).

Following the presentation and question and answer discussion, the leadership team presented possible implications of the survey's findings for the Strategic Alliance's work, including:

- Partnering with the Racial Diversity, Opportunity & Harmony Strategic Alliance in championing the income gap key benchmark

- Considering the survey findings in action steps planning for mentoring and technical assistance ideas

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

Trish Brasted of the Wichita Technology Corporation presented the findings from the business incubator feasibility study conducted by consultants Jim Greenwood (Greenwood Consulting Group, Inc.) and Larry Icerman (Icerman & Associates). Interviews were conducted and data were collected related to components of the GCGI Incubator Feasibility Model, including: 1) market of potential tenants; 2) existence of a champion; 3) availability of suitable real estate; 4) resources available to provide business assistance; 5) development funding availability; and 6) financial self-sustainability potential. Based upon these criteria, the study concluded that a technology business incubator is only marginally feasible for the Wichita, Kansas area at the present time (GCGI gave it a “C” – average). The study also provided specific recommended actions in order to improve the likelihood of the development of a successful business incubator. The full report of the business incubator feasibility study was e-distributed to Strategic Alliance members and posted on the Visioneering Wichita website at www.visioneeringwichita.com.

Over the past few Strategic Alliance meetings, members identified and prioritized ideas to address the 3rd action step area to facilitate technical assistance and mentoring for entrepreneurs. The Leadership Team proposed and Strategic Alliance members agreed that two primary ideas have emerged, which include:

- a business incubator for Wichita MSA that benefits and levels the playing field for the entire community, especially the minority business community.
- a minority business initiative that would include launching the “Find 5” program and SWAT Team ideas.

Strategic Alliance members discussed and began to develop key actions for these priority ideas, beginning with the minority business initiative, including who needs to be involved, what needs to be accomplished and by when within the context of the racial attitudinal survey findings.

IV. Next Steps

The next Entrepreneurs & Small Business Strategic Alliance meeting will be held on May 23, 2006 from 9:00 a.m. to 11:00 a.m. at The Self-Help Network, 358 N. Main, in the Kansas Meeting Room. The next steps of the Strategic Alliance will continue the development of the technical assistance and mentoring for entrepreneur’s action step area, including: 1) a status review of the action steps from the April Strategic Alliance meeting and related information gathered; and 2) the development of next steps and key actions.