## **Guide Development Committee Minutes**

## September 11, 2018

8:00 - 9:30 am

Attendees: Brent Norsman (chair), Marcy Huttas (chair), Pamela Maass (Chamber Executive Director), Alice Howe (Program Specialist), Garrett Karp (Program Manager)

- 1. Safety rebates Invite local businesses to beat meetings
  - a. We still offer rebates for personal security guards
- 2. WPB Ambassador Program updates
  - a. Check-ins for ambassadors, possibly quarterly?
  - b. How can we accommodate individual ambassadors who are not employed by a local business?
  - c. Garrett and Alice will be doing an ambassador outreach this upcoming week
  - d. Will follow up with press links and additional information to those interested
- 3. "Window Works" update
  - a. Double check the final submission date with Jordan (Midnight Sept 24<sup>th</sup>)
  - b. Email art committee contacts for possible submissions
  - c. Arts Committee will review and submit to GD to find storefronts
- 4. Create yearly marketing plan surrounding rebate programs and SSA events
  - a. Rotate between personally distributing flyers and mailing information to everyone within the SSA
  - b. SSA newsletter?
- 5. BN suggests we create an SSA inventory of businesses
- Alice will begin sharing/highlighting a local business a day on Instagram/Facebook
- 7. Should we create a "new small business package"?
  - a. This could include ribbon cutting, press release, etc.
- 8. BN would like to begin discussing and researching a WPB Arts Center
  - a. This would be a separate organization from the SSA