

**Notes from Baileys Harbor Business Development Project Group Meeting
February 15, 2016
Baileys Harbor Town Hall
6:30 p.m. until 8:10 p.m.**

1. Introductions.

Attending

Mariah Goode
Steve Leonard
Brynn Swanson
Terry Goode

Jim Schorer
Sam Perlman
Diana Wallace
Bryan Nelson

Discussed

UWEX Design Team Visit coordinating group members Mariah and Steve are attending the first meetings of each of the groups so each starts off with the same information, etc. Each group has a coordinating group member or members assigned to it to act longer-term as a liaison(s) to the rest of the coordinators and to help the group navigate the implementation process for whatever projects are pursued. Brynn Swanson will be the coordinating group liaison for this group.

These groups are not official committees, have no budget, etc. Notices, agendas, minutes, etc. are not required, although keeping track of meeting attendees, discussion items, and "homework" are advisable. Group membership should be open to anyone interested in that topic.

The Design Team posters and ideas should be viewed as concepts we can work off of, not necessarily projects we will definitely pursue, or pursue exactly as presented.

2. Website address (<http://door.uwex.edu/community-development/>) and e-mail (futureofbaileys@gmail.com).

Rob Burke (UW-Extension, Door County) has to date placed some materials on the UWEX website pertaining to this project. He will be able to post more as well.

The e-mail address can be accessed by any of the coordinating group members.

3. Volunteer to be the "organizer."

Terry Goode volunteered to be the person who convenes the group's meetings.

4. Volunteer to be the "secretary."

Brynn Swanson volunteered to be the person who develops the notes of the group's meetings.

5. Review of relevant portions of Design Team visit summary, posters, and Friday evening input results.

The group reviewed the concepts which came out of the Design Team visit. Everyone agreed the Design Team had done a good job.

6. Discussion on projects, resources available, prioritization, timeline for action items, who needs to be involved with decision-making, etc.

Group members first shared their interests and backgrounds:

- Terry Goode: Background in computer businesses, internet; interested in evaluation and development of websites (for these town-level efforts and/or helping individual businesses develop their websites); business mentoring.
- Sam Perlman: Economic Development Manager for the Door County Economic Development Corporation, which has a variety of resources which are/can be used to help local businesses.
- Bryan Nelson: BH business owner (Blacksmith Inn); BH is a functioning community, an attractive place to live and own a business, but we need to do more, such as expand/promote affordable housing, make the town more attractive to business owners by having things like better broadband access. Blacksmith Inn is a certified Travel Green destination.
- Jim Schorer: Thinks BH could become the place to “fix things,” like cars/vehicles and boats, and also develop other businesses to support all the boaters.
- Brynn Swanson: Need to help build interest in (re)developing the downtown, with so many businesses for sale (still receiving comments about downtown “dying,” due to all the “for sale” signs, even though new businesses are moving in); need more businesses involved with the farmers market; businesses want the town to market it as something other than the “quiet side” which in some ways conflicts with what residents want.
- Diana Wallace: Background in designing small housing spaces and marketing; would like to be part of helping define what BH wants to be when it grows up; knowledge and experience from what she has learned from in Liberty Grove on their economic development committee; questioned why some residents are so resentful towards non-profit landowners in the town; excited about Bjorklunden’s great national marketing potential for BH.

The UWEX Design Team did not provide the town with many specific ideas for business development within the town, beyond the ideas of continuing to capitalize on the town’s natural resources and ensuring that new development fit the physical character of the town. The group members discussed the following potential projects:

Potential projects

- Town sign out at Peninsula Center – “Welcome to Peninsula Center, Town of Baileys Harbor”
- Encourage as many businesses as possible to be certified in Travel Green program
- Lecture series on topics of interest/use to BH businesses
- “Town of Baileys Harbor” signs on all road entrances to town (town boundaries, not downtown boundaries)
- Explore the idea of and potential funding sources for BH-sponsored loan/grant program for new/expanding businesses.

- One-on-one succession planning with BH businesses for sale
- Identify/recruit new/needed businesses, for downtown especially
- Ensure marketing materials are clear about what we are and what we have to offer, to residents, visitors, and businesses.
- Work on improving internet access in the town.

7. Next steps in defining subgroups, volunteers per action item in moving each project forward.

It was determined that good first projects to pursue are the town sign at Peninsula Center and working on helping businesses become “Travel Green” certified. Before the next meeting group members should check out the website to become more familiar with the program: <http://www.travelwisconsin.com/travel-resources/travel-green-wisconsin> .

8. Set next meeting date.

The next meeting will be Wednesday, April 13th at 3:30 p.m. at the Town Hall.