

LaunchIt Minto
Minutes of February 9, 2016
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The LaunchIt Minto Board held a meeting on Tuesday February 9, 2016 at LaunchIt Minto. Board Members present for the meeting were Mayor George Bridge, Chair Glen Hall, Councillor Mary-Lou Colwell, Irmgard Kuersten-Kirkorian and Manager of Economic Development Belinda Wick-Graham.

Members of staff present; Business Development Coordinator Somer Gerber.

Regrets were received from Hope Redit, Justin MacIntosh, Ryan Kosleg and Ralph Drost.

Chair Glen Hall opened the meeting at 3:18 pm.

The meeting opened with the Board discussing the feasibility of keeping Unit #3. It was decided that we would give up the unit and replace the wall between Unit #3 and #4. LaunchIt will continue to offer all of the services it has been but focus more on training, coaching and mentorship. LaunchIt will still have 2-3 office spaces available to rent on as needed or permanent basis.

MOTION

Moved by: Councilor Mary-Lou Colwell and Seconded by: Irmgard Kuersten-Kirkorian

THAT: The Board approves closing Unit #3

CARRIED

The Board reviewed the January financials and discussed the 2016 Budget. Wick-Graham noted that with the closure of Unit #3 it will eliminate expenses, allowing LaunchIt to focus on offering more and better training to the community. The current financial statement shows a loss of (-\$490) but that will be rectified once the final installment of RED funding is deposited in the amount of \$3,750.

MOTION

Moved by: Glen Hall and Seconded by: Mayor George Bridge

THAT:

The Board approves the January Finances

CARRIED

Hall and Gerber reported for the Business Services Committee stating that several BFP participants will be graduating this month allowing more space to take on new businesses. We currently have 1 new business approved in the program as well as two Renew Northern Wellington participants.

Hall talked about the 5 part Lunch & Learn series on "Developing the Leader Within You". It was extremely well attended and based on feedback, had an impact on several attendees mindsets. A new series is planned to start on March 23, 2016 topic TBD.

Gerber told the Board that a company called Horizon Quest contacted LaunchIt and asked if LaunchIt would be interested in partnering with them to host some training events. It was decided that LaunchIt would continue to focus on our current partnerships at this time.

The Board heard from Gerber about an exciting seminar happening on Feb 11, 2016 entitled "6 Rules of Emotional Intelligence for Small to Medium Businesses" – Jackie Lauer CEO Heart of Culture has generously reduced her normal fee allowing LaunchIt the opportunity to learn from her years of experience. The first of the Conestoga Colleges 3 part series for Entrepreneurs had to be cancelled due to weather but will be rescheduled.

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Wick-Graham and Gerber discussed with the Board that a Marketing plan for 2016 will need to be established upon budget approval.

WWCFDC is offering a grant to offer Sales and Customer Service training. The grant will cover 50% of the expenses up to \$1000. Deadline to apply is Feb 19, 2016. LaunchIt will apply for this grant and look into having Neil Dunsmore offer sales training. The event must be held before March 25, 2016.

Wick-Graham reported for Sectors Engagement Committee, updating the Board on Minto's Renew Northern Wellington business, Dinkelmann Grappling Arts in Palmerston. Renew participants are expected to participate in the LaunchIt training and mentorship program although both participants have time and transportation challenges that as causing a delay.

Wick-Graham updated the Board about the feasibility of adding an Agricultural component to the Incubator. A Steering Committee has been assembled made up of neighboring municipalities, Farm Start and others with knowledge and experience in the Agriculture industry.

The Ag. Incubator could look like:

- Having small acreage available for start-up farms across our communities
- Certified Kitchens, maybe even a mobile kitchen.
- Coordinated Training courses offered in all communities
- Mentors from the Ag. Sector across all communities

In other business, Wick-Graham stated that the PitchIt competition will kick off March 1, 2016. The winner will receive \$15,000 in cash and prizes which includes a 6mth BFP membership.

The Board discussed the need to engage the community and get the word out about the business training being offered by LaunchIt. It was suggested that we could contact local service clubs and ask to attend their meeting to promote and speak about what is being offered. The Board also feels that personally calling businesses to tell them about training sessions that could specifically benefit their business may be a great way to engage and inform.

Moved by: Glen Hall and Seconded by: Mayor George Bridge

THAT

LaunchIt Board Meeting adjourns.

The meeting adjourned at 4:27 p.m.

The next LaunchIt Minto meeting is Tuesday, March 8, 2016 at 3:00 p.m. at LaunchIt Minto.

Somer Gerber, Business Development Coordinator