

LaunchIt Minto Board  
LaunchIt Minto  
Tuesday April 18, 2017

**We acknowledge that we do not have quorum**

The LaunchIt Minto Board held a meeting on Tuesday April 18, 2017 at LaunchIt Minto. Board Members present for the meeting were Councillor Mary-Lou Colwell, Bernice Weber Passchier, Harold DeVries, Tony Tsotros and Business & Economic Manager Belinda Wick-Graham and Business Development Coordinator Somer Gerber

Regrets were received from Hope Reidt, John Mock, Ryan Koeslag, Chair Glen Hall, Mayor George Bridge, Calvin Frey, Irmgard Kuersten-Kirkorian

The Board reviewed the March 2017 financial statement. Discussion was held regarding developing a marketing plan for LaunchIt.

Possible ideas included connecting with businesses that have had experience with LaunchIt and would like to share their story, radio and print advertising that would highlight office space, board room and meeting room rental opportunities as well as the Business Flight Program.

Gerber told the Board about a proposed advertising package from 88.7 the River. This package would include 40x30 sec commercials, 2x 5 min interviews with LaunchIt official to discuss programing and services, seminar mentions and promotions on social media site, story of LaunchIt on 88.7 website and live liners read by announcer to promote specific seminars and approximately 15 mentions for a fee of \$500. This will be incorporated into the marketing plan.

LaunchIt attended the Wellington North Showcase event as well as the Drayton Farm Show as a way to connect with businesses in our community and the surrounding area. Gerber said both events were very worthwhile and a good use of time.

Business Flight Program participants are engaged with the program. Gerber reported that Kim & Brian Kostal have been meeting with Wendy Lockwood and also met with Mary Lou Colwell to review and discuss their business finances and how to set things up properly. Ivan Thomas of Incus Forge has met via phone with John Mohel and Heather Watterworth. Feedback for all parties is very positive.

Renew Northern Wellington has 2 new businesses that will be enrolled in the BFP; 1) Body Adjustment Musculoskeletal Therapy, Jeffrey Wagler opening in Palmerston 2) Chris and Amanda Aiken, Game Over Lounge opening in Mount Forest. Both of these participants will soon be partnered up with a mentor and moving forward in the program.

Wick-Graham told the Board about how Elevate Ag is moving forward with collaboration between Centre Wellington, Mapleton, Wellington North and Minto. The committee has met with Christie Young from Farmstart/Farmlink and will be working on developing a regional profile on the Farmlink website that will highlight all that our area has to offer farm seekers.

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It has been proposed that the LaunchIt Board no longer meets in this form rather LaunchIt engages and reports at the Economic Development and Minto Chamber of Commerce meetings moving forward.

The next LaunchIt Minto meeting TDB

Somer Gerber, Business Development Coordinator