



MEMORANDUM

To: Human Rights Committee

From: Nate Carlson, Economic Development Coordinator

Date: October 6, 2017

Latino Business Development

Northfield Economic Development Department

The Northfield Economic Development Authority is taking a renewed interest in the development of the Latino Business Community. Board members have voiced concerns that business development services may not be reaching the Latino community effectively. Economic Development Coordinator, Nate Carlson, was tasked with reviewing current services and improving communication with the Latino business community.

The Northfield Enterprise Center (NEC) is the primary business development service that the EDA supports financially. Nate Carlson identified that NEC services may not be reaching Latino entrepreneurs effectively as a result of the lack of translated service materials on hand and the lack of understanding as to what the NEC can provide. The NEC has taken steps to translate materials as well as submitting an informational piece in the LINK newsletter. The NEC Board is encouraged to continue broadening those efforts.

NEC Director, Chris Whillock, and Nate Carlson also reached out to Latino community members for assistance in bridging the lines of communication. Mar Valdecantos and Angelica Martina Dietz have been the primary contact for facilitating discussions. At a July 31 meeting, Chris Whillock and Nate Carlson met with both Mar Valdecantos and Angelica Martina Dietz to discuss initial action steps. A consensus was reached that a conscious effort must be taken to ensure that services are reaching the Latino Business community effectively.

Additionally, Mar Valdecantos has facilitated Latino businesses visits with Nate Carlson. One business visit has been conducted thus far; however, more visits will be scheduled in the coming months.

The EDA continues to express the importance of developing Latino Businesses in Northfield, and staff will continue to make improvements by further developing relationships within the Latino Business community.