



## 7/10/19 Check In Call Summary:

On Wednesday, July 10, 2019, the City of Northfield (Nate Carlson and Mikayla Schmidt) and Strong & Starlike (Tisidra Jones and Maggie McKenna) had a check in call. The bullet points below provide a summary of our discussion.

- **Check In Question:** The following check in question was asked, *“Can you think of a time, personally or professionally, when you had a big project or task to take on that was a lot of work for you, but you had a great support system or team that helped to make the project or task doable and/or successful?”* The group discussed both personal and professional examples. Key themes that arose were (1) when personal capacity is limited and projects are demanding – teamwork helps to make a huge difference; (2) teams can help maintain momentum and ensure projects move through completion; (3) with many diverse perspectives of stakeholders, having diverse teams can help with communication hurdles.
- **Engagement Updates:**
  - Strong & Starlike provided updates on the engagements that had occurred to date. These included the following: Tokyo Grill; Kahlo; El Triunfo; Gran Plaza; and Maura. The process for engaging businesses noted that businesses engaged to date were either those that (1) were responsive to the calls and/or (2) there was an existing connection that aided in the response. All engaged were happy to be asked to share feedback and be heard.
  - It was discussed to ensure as many diverse communities are engaged as possible within the 8 engagements.
  - An update was provided that the City will be having a training on how to use the translation and interpretation services available. Nate and Mikayla will be attending the week of July 15<sup>th</sup>.
- **Committee Meeting Preparation:** It was noted that the committee members are supportive of this project. It was also noted that the EDA 2020 budget related to this work has been approved with \$15,000 set aside. We discussed the goals and expectations of the July 24<sup>th</sup> committee meeting. These included the following:
  - Updates on how things are going (ex: themes, methodology, challenges)
  - An opportunity for open dialogue/questions/pushback
  - A space to share projected next steps and recommendations that appear to be surfacing
- **Capacity, Support & the Field:**
  - We discussed what existing capacity there is for staff expected to lead this work moving ahead. Capacity currently seems limited. However, it will depend on (1) the volume of work; (2) type of work; (3) whether teams could be built; and/or (4) whether interns or additional staff capacity will be available.
  - The following question was posed, *“Do you have connections with people in the field doing this work?”* At this time, the answer is “no.”



- **Recommendation:** Strong & Starlike recommends the following (1) during the Kickoff we discussed assessing the committee's interest and capacity to continue assisting moving forward. We suggested assessing this during the July 24<sup>th</sup> meeting. We plan to do that. (2) We previously mentioned other municipalities with programs, staff and groups that share best practices / practices and tools. We recommend co-creating this list through the end of the project to build the Northfield network and staff capacity in doing this work.
- **Request:** Prior to our next check in call please think about areas in your work that intersect with this project where you wish you could expand your network of people doing similar work / you wish you had time for professional development or additional tools. Please e-mail those areas prior to our August 7<sup>th</sup> call.

### Next Steps:

The following next steps were identified during the check in call:

- City of Northfield:
  - Share links for City website pages that may be most useful for business owners (complete)
  - Share letter regarding scope of work and confidentiality (complete)
  - Confirm total number of attendees for the July 24<sup>th</sup> meeting
- Strong & Starlike:
  - Share call summary
  - Share July 24<sup>th</sup> agenda in advance of meeting to share with attendees
  - Draft updates and materials to share at the July 24<sup>th</sup> meeting
  - Ensure diverse reach of business owners engaged within the 8 engagements