

NEC – Monthly Updates

Jan 2021

- met with C a local inventor with a unique crutch that transforms into a three legged walker. Connected to collider in Rochester with direct connections to patent attorneys and prototype funding.
- grant was ok'd by the EDA grant sub committee for Moran cleaners.
- recent high school student W built a LED road sign for create an advertising business. Helped connect him to a local restaurant for trial, test run.
- began working with local J wanting to start a juice bar in downtown. Toured VS building working on business plan currently.
- met with entrepreneurs group to create mentor networking and college connections.
- attended zoom DEI seminar through the state of MN
- met with local business owner for work on grant proposal for building updates.
- met local realtor with office space in northfield

1 on 1 / new = 6
1 on 1 / current = 2
Tech =
BIOPOC =
Hisp = 1
Female=3
Veter =

Feb 2021

- Visited the Red Wing Maker space, met with their management and discusses strategies.
- Met with recent NHS student that made his own portable LED sign for use in a new advertising business. Created marketing flyers and connected him to local resources. Contacted local restaurant for sign test run. W
- Worked with local business owner for grant proposal for building improvements. D
- Local client J wanting to start a juice bar business. Visited locations, worked on business plan. Introduced to Marshall at E1.

- Local doctor wanting to expand practice and market themselves better, web site, connect to resources. D
- Met with local building owner to offer services for showing their building, marketing, answering questions if needed. (They are older and covid has been a challenge for showings)- V
- Margaret (board member) represented the NEC at the Carlton Cup student pitch competition, we sponsored a \$500 prize that went to KNY Skating Experience
- Met with NDDC to discuss future collaboration efforts.
- Met with local inventor of a crutch that convert into a walker (3 legs). Referred to Marshall and Jamie from E1 with help with patent search and inventor resources. C
- Moran Cleaning grant review and OK'd by EDA. They received their grant!! \$5,000
- Checked in with past client starting a ice cream shop in downtown ... plans moving forward and construction has already began! – A
- New client asked about creating a web site. – S

1 on 1 / new = 8
1 on 1 / current = 1
Tech = 3
BIOPOC = 2
Hisp = 1
Female=5
Veter =1

Mar 2021

- meeting with SMIF and J regarding juice bar project.
- student pitch evaluations, ole cup
- met S to discuss expansion of current home help aid. Monthly accountability mtg.
- meeting with local entrepreneurs, to create mentor network
- met with student J to discuss art as a business, non profits, connected to local artist R
- met with winner of the Carleton cup NEC award, opening up skating/event center
- evaluator for ignite business plan competition

- discussed with current client J, E1 opportunities
- discussed with new regional food producer, e1 options J
- met with local entrepreneur tech start up S to discuss new opportunities
- met with downtown business owner NK to talk over hiring help
- met with past client for local non profit help with marketing, also her own start up MJ
- met with local business owner needing legal help with getting pushed out of location. Referred to local attorney. ET
- past client needed info about car ownership, liability referred to local insurance, provided info H
- attended local newspaper digital marketing seminar, excellent information

1 on 1 / new = 7
1 on 1 / current = 5
Tech = 1
BIOPOC = 1
Hisp = 3
Female=8
Veter =

April 2021

- net with local web site service company S
- ap developer referred to E1 J
- LED sign client connected with other local businesses
- new business contacted NEC for help with local juice bar (new one). TM x 2
- Local service company wanted info regarding hiring NDS
- created marketing flyer for earth day show
- EDA mtg, new hire ok'd, E1 meeting regarding resource, intake
- local earth day show, booth for maker group, networked with local businesses
- attended zoom small business expo/Minnesota – networking, marketing etc
- met with E1 / Red Wing Ignite engagement cord. Tiyah opportunities with her program, our DEI hire etc.

1 on 1 / new = 4
1 on 1 / current = 4
Tech = 3
BIOPOC =
Hisp =
Female=6
Veter =
Ref to E1 =2
Ref to local = 4

May 2021

- met with college student with writing web site/blog offered several marketing tips, links, ideas.
- Winner of the NEC \$500 prize is Jocelyn Aguirre with her Art business.
- new client wanting to purchase existing local restaurant, forwarded to local lender.
- reviewed new lease for local restaurant, refer to local legal.
- referred new ap developer to E1 partnership.
- matched young entrepreneur with another local restaurant in hopes of testing his LED sign.
- contacted local newspaper in hopes of getting a story published about young LED entrepreneur. They published the story in June edition of NN.
- NEC board continued work on the Entrepreneur Lead position job description.
- NEC participated in the Chamber Home and Garden show.
- Entrepreneur group leased space for 3 months for local college students (competition winners), nec PAID \$1500 FOR THEIR RENT. Will offer mentorship.
- Family death for NEC director 5/15... took end of May off for bereavement .

1 on 1 / new = 3
1 on 1 / current = 3
Tech = 1
BIOPOC =
Hisp = 1
Female=2
Veter =
Student = 2
Ref to E1 = 1
Ref to local = 3

June 2021

- Continued bereavement for director for few weeks of early June.
- NEC board finalized job description for Entrepreneur Lead position.
- EDA agrees to move June Diversity program/payment to July to give more time for the NEC/Chris Whillock to get back up to speed.

1 on 1 / new = 0
1 on 1 / current = 0
Tech = 0
BIOPOC = 0
Hisp = 0
Female=0
Veter =0
Student = 0
Ref to E1 =0
Ref to local = 0

Director Resignation

To the NEC Board and Nate Carlson / EDA:

I think it is in the best interest of the NEC as well as my family that I need to formally announce my resignation. As you all know my life has been turned upside down and after much thought I feel that this is the right move for everyone.

I do not have a timetable set as of yet so I am flexible with whichever way you, the board, chooses to go. My opinion is that we should begin to advertise both the Director position and the Diversity Lead position together, immediately, because as you can tell by current help wanted ads ... there are a lot of jobs out there and not many applicants these days. It may take awhile to fill the positions. I am flexible in that I am able to stay around several weeks, month or more to help with the hiring, transition and current operations if the board wishes.

My tentative plan right now is to prepare my house, household items

etc for sale and liquidate what I can. In the fall I think I'd like to take several months to travel and use my woodcarving tool business (shows, classes, club meetings) throughout the South to provide income, along with the savings I'll have from my house, belongings ... and then see where life takes me.

I realize that this is not the best time to make major life decisions, however, even if I stay around this area I will need to seek out a position that pays much more than the NEC does now, I will also need to find a position with benefits.

In a perfect world my last day with the NEC would be Aug 31st, 2021.

Thank you for 6 wonderful years at the NEC, I look forward to seeing how this organization develops over the next 6 years. I hope that I have helped grow the NEC, local businesses and the city of Northfield during my time here.

Best regards,

Chris Whillock
Director NEC
07/13/2021

Diversity & Inclusion Lead- UPDATE

We have the full job description completed and translated into Spanish. We will be advertising the position right away.

We also plan to advertise the Director position at the same time.

We will update Nate with regular progress reports.