

City of Sandstone  
Thriving Community Program  
**Economic Growth Task Force**

Minutes

Wednesday, March 19, 2:30 pm, City Hall

Present: Kristee Thorvig, Maria Lourey, Jill Warner, Sandy Sandwick, Mary Franklin, Michelle Kiley, Sam Griffith, Jody Rooney, Elizabeth Templin, John Bennett

There was a discussion about 2014 projects and budgets.

Buy Local

Should we restart the BuyLocal campaign? The consensus was that this is a good concept but without business support it is not sustainable. There may be other approaches to use. The Task Force will await the discussion from Jill's Business Networking meeting in April.

Marketing - Expos

All agreed that the Duluth Expos provided good marketing opportunities for the community. The Chamber and the grant will each budget \$ 1,000 for this.

Website

The Chamber will be paying all costs for a different Chamber website

Marketing - Trifolds

The trifolds have been well received and we are printing more. Currently businesses are buying ad space which covers the printing costs. The Chamber and the grant will each budget \$ 200 for this for use as needed.

Market Analysis

Liz Templin and John [redacted] with the University of Minnesota Extension Services presented the revised draft of the Sandstone Area Market Analysis. The revisions included specific information about the Sandstone zip code market and additional tapestry segmentation information.

The retail gap analysis was based on the list of businesses submitted by the group and the national spending patterns of each lifestyle groups. The new analysis looked at the zip code area and then defined which potential opportunities there might be.

John [redacted] presented information on how additional data can be used to identify potential sales and costs of operations for a particular type of activity. This information could be useful to an entrepreneur in developing a business plan.

The consensus of the Task Force is that the information helped us all to better understand the market but that any future work would need to be specific to a new business opportunity.

Minutes by Sam Griffith