



# Mississippi Valley Workforce Development Board

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## **Business Committee Meeting Minutes**

Thursday, February 9, 2023, at 4:00 p.m., via Zoom

**Members Present:** Chris Caves, Dennis Fraise, Kelley Brown, Hannah Howard, Mandy Parchert, Tracey Lamm

**Members Absent:** Brad Quigley

**Staff Present:** Miranda Swafford, Executive Director, Andrea Taylor, Associate Director, and Mandy Tripp, Executive Assistant

**One-Stop Operator:** Nick Clayton

### **CALLED TO ORDER**

Parchert called the meeting to order at 4:02 p.m.

### **QUORUM**

There was a quorum to conduct business.

### **EXCUSED ABSENCES**

There were no excused absences. Brad Quigley had an unexcused absence.

### **\*APPROVAL OF AGENDA**

Howard made a motion to accept the agenda, seconded by Brown, and the motion carried.

### **\*APPROVAL OF PREVIOUS MINUTES**

Fraise made a motion to accept the previous minutes, seconded by Brown, and the motion carried.

### **BUSINESS SERVICES PLAN**

Taylor gave an overview of the plan and advised the items that would need to be worked on and determined by the committee.

### **BUSINESS SATISFACTION SURVEY**

The committee was concerned, but not surprised that the survey sent to businesses was not completed. Fraise advised in the past he has seen that bulk sends of surveys or emails do not get read by businesses. The suggestion was to contact the businesses directly for feedback, it was suggested that if we are providing a service and building a relationship with that business direct contact to get feedback would be acceptable. Parchert advised she would be okay with collecting data quarterly as long as there was data to collect and review.

### **GRANT GRADING RUBRIC**

Taylor reviewed the scoring rubric that the committee will be using to determine what grants are awarded. There was a discussion over the scoring system, which led to a conversation about helping

people apply by removing the application from the site and instead having pre-approval questions and then if it is determined by those questions that they meet the criteria to contact them one-on-one, and help them with the grant application process.

### **ASSET MAPPING**

Taylor presented and explained the asset mapping for both centers and advised the white spaces are where there is no service being provided and it is the group's role to determine who can provide those services, so we can get those services up and running for our local areas.

### **REVIEW OF BST BROCHURE**

Taylor advised the business services team requested that the committee review the brochure they were working on to present to businesses when speaking with them about the services offered. The committee gave a lot of feedback about making it answer a question a business has, but may not want to ask, such as how will this save me money and time? Parchert advised she does not take a paper brochure and would prefer to see this electronically with dynamic links sent so she could refer back to it and have the contact information directly on her computer to reach out. Swafford advised adding a landing page to the website for business services can happen and the brochure will be reworked and brought back.

### **OTHER BUSINESS**

There was no other business.

### **PUBLIC COMMENT**

There was no public comment.

### **ADJOURN**

Fraise made a motion to adjourn, seconded by Brown and the motion carried. Parchert adjourned the meeting at 5:10 p.m.