



Minutes
Wisconsin Small Business Environmental Council
February 13, 2019
Skype
1:00 pm – 2:30 pm

Members Present: Amy Litscher, Jody Jansen, Vince Ruffolo, Ann Kipper

Absent: Senator Jacque

DNR Staff: Laurel Sukup, Renee Bashel, Lisa Ashenbrenner Hunt, Jennifer Feyerherm

Speakers:

Public Participants:

Welcome and Introductions

Agenda Repair

None

Plan Next Meeting

WMC

- Laurel and Jennifer had introductory meeting with WMC staff
- WMC Small Business Committee: over 40 members, dedicated lobbyist, meets quarterly, often invite speakers, meeting attendance usually around 20 people
- Will invite staff to next in-person council meeting
- Business Days
 - No easy way to have partner event, but council member attendance is encouraged
 - No small business breakfast during this event, but will have in future
 - Discussed whether WMC could mention the council during the day (possibly in opening statements)
 - Vince thinking of attending

Lenders Conference

- Conflicts with SBEAP Annual National Training
- No speaking opportunities, so probably not good fit for council attendance
- SBEAP exploring possibility of SBEAP sharing booth with PACE representative

Wausau Region Business Expo, April 29

- Mostly businesses attending to sell their services
- Potential networking opportunity
- Only members can have booth
- Explore other options since council has already had event in this area

City of Milwaukee Conference, held last year in May. Waiting on response about whether there will be one this year.

- Council interested in looking into
- Jennifer will reach out to last year's contacts

Women's Business Conference in Eau Claire, May 16

- Conflicts with SBEAP Annual National Training and staff will not be able to attend this year.

Economic Development Fall Conference, was in Sept 2018. 2019 does not appear to be scheduled

- SBEAP still looking into

Next Face-to-Face SBEC Meeting

- Doodle Poll to determine date
- Invite WMC Small Business Committee Coordinator
- Possibility of inviting representative from another organization to speak (contact NFIB, DNR study groups, county or towns associations, etc.)

SBEAP Annual National Training

- In Chicago May 14-16
- Council member interest in attending? Vince considering.
- SBEAP staff informed the SBEC that Illinois council members may attend

Governor's Small Business Advisory Panel

- New panel within WEDC in response to executive order
- Focus on what small businesses need from WI in order to grow
- Laurel has connected with them to ensure they know about the SBEC
- DNR will continue to foster the possibility for council involvement

Council Business Cards / Promotional Material

- Council feels using SBEAP promotional material is fine
- Some members are interested in business cards to use whenever they represent the Council
- Could add couple bullets to SBEAP flyer on council – wait for reprint, which will take some time
- Council bios – include info on their presence in the small business community, why they're on the council, etc. Jennifer will connect with Vince.

DNR Update

- New External Services Division Administrator – Dave Siebert
- Recruiting for new bureau director

Public comment

None

Action items:

- **Jennifer will reach out to contacts for City of Milwaukee conference**
- **SBEAP staff looking into Economic Development Fall Conference**
- **SBEAP staff will invite WMC Small Business Committee Coordinator to next face-to-face meeting, and contact at least 1 other group – goal to have 2 groups attend**
- **Jennifer will connect with Vince on bio**
- **Create business card for council members to use with SBEC info**
- **SBEAP will consider adding council info to SBEAP flyer during next revision**

Next meeting: April 17, 2019, in-person meeting