

Illinois Small Business Development Center Advisory Board Meeting Minutes

**at Champaign County Economic Development Corporation
1817 South Neil Street | Suite 100 | Champaign, IL 61820
Wednesday, August 14, 2013 at 9:00 a.m.**

Attendees: Gary Burgett, Betty Brennan, Paul Donohue, Mell Smigielski

Staff Attendees: Greg Gonda, Amy Mente

Chair, Betty Brennan, called the meeting to order at 10:00 a.m.

Update on website and social media: Betty Brennan said that she emailed out all of the social media links for the SBDC including twitter, facebook and linkedin. Paul Donohue said that he has been watching and all of the sites seem to be active and pushing out good information. Greg mentioned that Tim is an active member of the local social media club and does a weekly interview (that is broadcast live via google hangout) with members of the community. The subject of the interview is related to how they use social media. Paul Donohue suggested that once per week that show be used to spotlight an SBDC client and get testimonials from them about their experience with the SBDC and the value it has for their business. Greg indicated that he would talk to Tim about this idea.

Comments of the Turner Center website and how the committee can assist with social media: The committee had all looked at the Turner Center for Entrepreneurship website (www.bradley.edu/turnercenter) and felt that it provided many great resources. Greg Gonda explained that he would like to emulate this kind of website for our SBDC. He especially likes how it focuses on the existing business. He went on to explain that the SBDC has a credit with Pixa to get the current website revamped. The committee suggested that Pixa come to the next meeting and give a presentation and an assessment of our current SBDC Website with suggestions on the new site. Paul Donohue suggested that we get testimonials from SBDC clients to help sell the story on the website.

Greg said that he would like the new SBDC website to link to the online seminars for Starting a New Business that is offered through the Chicago SBDC. If our SBDC clients take this seminar then we get a portion of the profit and it counts as a seminar for our SBDC metrics and we get a portion some of the fees collected. It is also always nice to give people another option if they can't make it to the SCORE seminars.

Review Draft Letter and Cost of Direct Mail Campaign: Greg explained that Carly is out of the office on vacation and that she was the one putting together the information about the cost of a Direct Mail Campaign targeted at potential clients that may need assistance with Succession Planning. A presentation will be regarding this agenda item at the next meeting. The committee also suggested that Greg schedule a Succession Planning Seminar after he returns from the national conference in September.

Review SBDC Business Plan: Greg Gonda said that the business plan is not complete and asked for assistance with this document at future meetings. He presented the most recent census data as it relates to Champaign County Business. He pointed out that that 46% of Champaign County Businesses only have 1 – 4 employees. He feels that the focus of the SBDC should be from 5 – 100 employees. According to the data the many of those jobs are in retail. He believes that many of these businesses are

going to change ownership in the next 10 years and he feels strongly that the ownership remains in Champaign County so the profits stay in Champaign County. Committee members urged the discussion to stay big picture with bigger strategic visions for the center.

Schedule completion of SBDC Strategic Planning: Paul Donohue suggested that the SBDC give a presentation at the upcoming EDC Annual Meeting and focus it on the family business in Champaign County and give testimonials from clients or even have clients talk at the meeting.

The group discussed setting a goal of having the Strategic Plan completed and ready to present to the EDC Board of Directors in January or February. The SBDC fiscal year ends in December so this will give an opportunity to present the end of the year data.

Greg passed out the Core Values of the SBDC and asked the committee to look them over. At an upcoming meeting we will go over the core values, mission statement and strategic plan.

Create a script for SBDC, who, what does it say: The committee feels that it is too early to draft this statement but will be better prepared after the mission/values are created for the center. They would like it to connect with the Strategic Plan and with the focus on the client to tell a story

Action/Follow Up Items: The following items were recommended as action/follow up items:

- Amy: Send out Social Media Club Information
- Greg: Contact Pixo about giving an evaluation of current website and suggestions for the new site
- Carly: Present succession planning direct mail campaign costs at the next meeting
- Greg/Carly: Schedule a succession planning seminar in October
- Everyone: Review the Core Values and give feedback
- Everyone: Think about how to attract company ownership back to Champaign County

Adjourn: With no further business the meeting was adjourned at 10:48 a.m.

Classification (NACIS Class)	Total Businesses	% of Total	Total Employees	% of Total	Number of Businesses by Employment Size									
					1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1,000+	
Forestry, Fishing & Hunting, Agriculture Support (11)	4	0.10%	a		2				1	1				
Mining, Quarrying and Oil And Gas Extraction (21)	1	0.02%	a						1					
Utilities (22)	6	0.14%	223	0.32%	2	1			1	2				
Construction (23)	357	8.55%	2,882	4.20%	208	67	40	35		6	1			
Manufacturing (31-33)	137	3.28%	7,221	10.51%	51	22	22	18		8	9	5	1	
Wholesale Trade (42)	187	4.48%	3,274	4.77%	76	43	40	20		4	1	2	1	
Retail Trade (44-45)	633	15.16%	10,691	15.57%	214	173	141	61		24	18	2		
Transportation & Warehousing (48-49)	127	3.04%	2,297	3.34%	64	23	18	12		3	6	1		
Information (51)	106	2.54%	3,936	5.73%	45	18	14	13		5	5	6		
Finance & Insurance (52)	311	7.45%	2,552	3.72%	188	59	40	13		10	1			
Real Estate & Rental & Leasing (53)	210	5.03%	1,740	2.53%	116	49	26	15		3	1			
Professional, Scientific & Technical Services (54)	444	10.63%	2,974	4.33%	278	82	43	35		6				
Management of Companies & Enterprises (55)	30	0.72%	838	1.22%	10	5	4	6		3	2			
Administrative & Support & Waste Mgt & Remediation Services (56)	197	4.72%	3,025	4.40%	106	30	34	16		3	7	1		
Educational Services (61)	59	1.41%	944	1.37%	27	11	9	7		4		1		
Health Care and Social Assistance (62)	362	8.67%	12,204	17.77%	145	87	61	32		22	10	2		
Arts, Entertainment & Recreation (71)	62	1.49%	776	1.13%	30	12	10	6		3	1		2	
Accommodation & Food Service (72)	500	11.98%	9,659	14.06%	139	84	122	109		36	10			
Other Services (81)	442	10.59%	3,338	4.86%	228	127	53	26		6	2			
Total	4,175	100.00%	68,678	100.00%	1929	893	677	427		149	74	20	3	
Percentage of Total					46.20%	21.39%	16.22%	10.23%		3.57%	1.77%	0.48%	0.07%	

a - U.S. Census Bureau Note: withheld to avoid disclosing data for individual companies, data included in higher level totals

SBDC at Champaign County EDC – Core Values

Client Focus

- Each and every client is entitled to our best effort and professional assistance
- Our services will meet the current needs of our client base
- Constantly evaluate our client satisfaction for opportunities to improve

Integrity

- We value integrity and will conduct all our services in an ethical manner
- Our primary motivation is the success of our clients
- Provide the highest level of service to all clients regardless of race, religion, gender or disability
- Provide honest advice in a consistent manner

Accessible

- Deliver our services throughout our region
- Our services will be accessible to all segments of the business community

Quality

- Our services will meet the highest standards of performance
- Constantly endeavor to improve the value to our clients
- Committed to staff development to improve our abilities to meet our client needs
- Foster teamwork and remove organization barriers to improve our performance

Efficient use of Resources

- Develop collaborative relationships to minimize duplication of services
- Standardize processes to eliminate inefficient use of time and materials
- Assume leadership roles in appropriate organizations in the area and state

Innovation

- Constantly seek ways to improve methods and procedures
- Open to new methods for optimal service delivery