

Production Brainstorming Minutes

July 16, 2018

10:00am – 11:45am

Attending: Nancy B., Carrie P., Beth S., Ann K., and Steve H.

A. Follow-up from last meeting:

- Steve went over the minutes from the last meeting.
- Ann reached out to Nahan, Fields and RIE – She received a call back from Mike Nahan. He and his Production Manager will touch base about meeting sometime next week for possible additional work opportunities. Ann will also be attempting to meet with West Rock regarding work possibilities in light of their losing work with Electrolux also.
- WACOSA hosted a tour/visit with representatives from DEED, Career Solutions (formerly Workforce Center) and GSCDC. The tour went well and participants seemed impressed and surprised by the work WACOSA does. They have invited us to share marketing materials at their upcoming Region 3 Workforce Summit and have asked us to be available to speak at various venues to get out the story of WACOSA and what we do. They have also agreed to leverage whatever work contacts they have to help us replace the Electrolux work we are losing.
- Steve connected with Briana Torborg, a consultant with the Central Region Small Business Development Center. He will be meeting with her on July 25th to learn more about how she may be able to assist us with completing the business aspects directed by the WACOSA Board relating to our 2018 – 2022 Strategic Plan. She may be able to assist us in brainstorming to fix our Electrolux/West Rock losses, as well.
- Nancy completed a review of the Greater St. Cloud Dev. Corp. Investors list who we may be able to glean potential work on contacts from. She will bring it to the next meeting.
- Steve was supposed to re-touch base with the Executive Director of Accessibility in the metro. He did not get this done though he did touch base with their salesman, Dan Rooney. Steve will work to get this done before next month's meeting.
- Steve has reached out to Kurt H. of Bremer and also Mayor of Sauk Rapids to have him arrange a meeting with the school district Superintendent of Sauk Rapids to discuss collaboration possibilities related to begin a Thrift Store with a Sauk Rapids school district.

B. Brainstorming:

The following list of ideas continues to be generating to replace work/revenue with the loss of Electrolux/West Rock work. The corresponding notation/s (*) have been added to discuss whether or not these directions are worthy of future consideration:

◦ Replace work –

- i. **Developing Sensory Kits for families with ASD kids** - Ann shared that, in light of the increasing numbers of ASD related issues with children, we should consider creating our own ASD kits, like are sold to families across the internet. Ann reported getting one recently and feeling like the product was poorly

- done and that we would be able to develop/package a better kit. Ann will continue to research to see what is out there and return with additional information. *
- ii. Steve shared that it would be cool branding/marketing, while fulfilling a need for families/clients to develop a relationship with a local hair stylist/salon to arrange to have client's hair cut by folks who are friendly to the issues people with disabilities face. There may not be much revenue here but additional exposure can lead to added revenue in other ways.
 - iii. Ann brought up the issue of possibly having clients throughout WACOSA sort and price goods, when they are not working. There are logistical/payment hurdles that must be addressed but the concept would help to keep clients busy and produce greater revenue for the thrift store. Ann and Beth will continue to research. *
 - iv. Steve will be meeting with the thrift store staff to share a few new ways other stores are squeezing more revenue out of their merchandise. On Steve's recent trip to KY he learned about a store that is doing a bag sale, rather than wholesaling so much clothing out the back door and being paid for pound. The concept involves allowing patrons to fill a bag with as much as they can for a specific price. Steve also suggested doing a "grab and go" sale where textiles are loaded into bins and patrons buy clothes by the pound. This is about where Steve was ridiculed for being old when he mentioned allowing good stuff to come through the sorting process, like Jordach Jeans. Steve's greatness is not appreciated. *
 - v. Beth, Nancy, Sandy, Ann, Carrie and Steve will be attending a Region 3 Workforce Summit on August 22, 2018 at Rasmussen College. Information shared at this summit will relate to workforce demographics, future employment projections etc.

(* Remain under consideration for future discussion)

C. Action plan for next time:

- Ann said she would take the lead on researching past and present customers to see if there are any for which we could be a distribution point for a portion of their product.
- Ann will research ASD kits and get back to the group.
- Nancy said she will share the list of Greater St. Cloud investors, who may be able to assist us.
- Steve will follow up with Michael at Accessibility.
- Steve will meet with Briana T. in July related to strategic plan development/assistance.
- All committee members should continue to think about new ideas that we can discuss and explore. The idea is to continue to create a short list of ideas worthy of closer scrutiny. We will continue this process until we have some clear directions we will invest more time in. We may

have assistance along the way, if we can find the right consultant that is willing to spend some time assisting us. No luck so far.

- The District 742 Store Project will still be pursued. Steve has reached out to Kurt H., Sauk Rapids Mayor, to broker a discussion with Sauk Rapids School staff, board members, the Superintendent etc. to hopefully collaborate on a future store project with their students.

Next meeting – August 16, 2018, 10:00am – 11:30am