



AGENDA | MINUTES

Meeting:	Business Development Working Group	Date:	Jan 27, 2020	Start:	4:00pm	End:	5:00pm
Purpose:	To gain clarity on 2020 priorities and upcoming events	Location:	MiNO Foundation, The Shop				
Facilitator:	Susan + Lauren	Recorder:					
Attendees:							
<input type="checkbox"/>	Lauren Darnell	<input type="checkbox"/>	Chandra Teddleton	<input type="checkbox"/>	Maddiy	<input type="checkbox"/>	Lawless Turner
<input type="checkbox"/>	Susan Sakash	<input type="checkbox"/>	Eric Rothchild	<input type="checkbox"/>	Katilin Morris	<input type="checkbox"/>	

Action Items:

Everyone - [Fill out Doodle poll](#) with your availability for an April Meeting and invite your potential folks to participate as well.

Everyone - try to attend the NOLA Food And Beverage Meet up (can someone send out details with a link?)

Barrie - present on a social media strategy at the next General FPAC meeting - process for how to profile members and projects

Susan - commissary kitchen follow up; set doodle poll; send out notes;

Chandra - set up a meeting with Elisa and Lewis and Susan (Lauren is out of town) about NOLABA commitments to FPAC

Eric - Follow up with Brynn on FPAC resources & edits

Kaitlin - NGFN scholarships for local food biz folks

Chandra - will get updates on action items that Bill had set up; updates on commercial kitchen

Lawless - follow up with Susan and Lauren if you are interested in working together to create the copacking directory and/or questions to take to manufacturers

Lauren & Susan - work on an on-boarding email for new folks who join the group

Agenda		Notes
Topic Lead Time		Anticipated Action Notes
1.	Topic Welcome + Agenda Review : <ul style="list-style-type: none"> Review what is on the agenda & goals of meeting 	<ul style="list-style-type: none"> Updates since last meeting Outreach and Marketing for FPAC Good Food Network Conference in March

	<ul style="list-style-type: none"> • Add other topics that didn't make it onto the agenda? 	<ul style="list-style-type: none"> • Next Steps/ Next Meeting 		
	<p>Lead: Lauren / Susan</p>	<table border="0"> <tr> <td data-bbox="691 302 1192 886"> <p>Actions</p> <p>*Invite these folks to net meeting Mike the chef (food hub, back of house consulting, passion project is changing the entire front of house/back of house culture, values-based buying club; leveraging buying power) - Eric; Jessica Velcroff - farm to market work - Eric; Sinnidra Taylor - Crazy Waffles - Susan</p> </td> <td data-bbox="1192 302 1539 886"> <p>Notes</p> <p>See notes at bottom of the page</p> </td> </tr> </table>	<p>Actions</p> <p>*Invite these folks to net meeting Mike the chef (food hub, back of house consulting, passion project is changing the entire front of house/back of house culture, values-based buying club; leveraging buying power) - Eric; Jessica Velcroff - farm to market work - Eric; Sinnidra Taylor - Crazy Waffles - Susan</p>	<p>Notes</p> <p>See notes at bottom of the page</p>
<p>Actions</p> <p>*Invite these folks to net meeting Mike the chef (food hub, back of house consulting, passion project is changing the entire front of house/back of house culture, values-based buying club; leveraging buying power) - Eric; Jessica Velcroff - farm to market work - Eric; Sinnidra Taylor - Crazy Waffles - Susan</p>	<p>Notes</p> <p>See notes at bottom of the page</p>			
2.	<p>Topic :</p> <ul style="list-style-type: none"> • Outreach and Marketing for FPAC 	<ul style="list-style-type: none"> • Updates since last meeting on commissary kitchen lists, website • Collaboration with NOLABA Small Biz Growth or via FPAC • Profiling members and sharing triumphs and successes - what is goal and how to start 		
	<p>Lead: Lauren /Eric</p>	<table border="0"> <tr> <td data-bbox="691 1255 1192 1911"> <p>Actions:</p> <p>*Barrie to present on a social media strategy at the next General FPAC meeting - process for how to profile members and projects</p> <p>* Susan to make recommendation - google spreadsheet (leave on website so it can be live) and continue discussion with NOLABA about also hosting (Susan to follow up with list about commercial kitchen)</p> </td> <td data-bbox="1192 1255 1539 1911"> <p>Notes</p> <p>*Sanji has stepped out of Edible Enterprises - who is running it now?</p> <p>* General Mills is running a pitch at the 2/27 event; Lawless says General Mills is another corp willing to listen to pitches from food businesses that want to operate at new scale</p> <p>* Messaging on white board at each</p> </td> </tr> </table>	<p>Actions:</p> <p>*Barrie to present on a social media strategy at the next General FPAC meeting - process for how to profile members and projects</p> <p>* Susan to make recommendation - google spreadsheet (leave on website so it can be live) and continue discussion with NOLABA about also hosting (Susan to follow up with list about commercial kitchen)</p>	<p>Notes</p> <p>*Sanji has stepped out of Edible Enterprises - who is running it now?</p> <p>* General Mills is running a pitch at the 2/27 event; Lawless says General Mills is another corp willing to listen to pitches from food businesses that want to operate at new scale</p> <p>* Messaging on white board at each</p>
<p>Actions:</p> <p>*Barrie to present on a social media strategy at the next General FPAC meeting - process for how to profile members and projects</p> <p>* Susan to make recommendation - google spreadsheet (leave on website so it can be live) and continue discussion with NOLABA about also hosting (Susan to follow up with list about commercial kitchen)</p>	<p>Notes</p> <p>*Sanji has stepped out of Edible Enterprises - who is running it now?</p> <p>* General Mills is running a pitch at the 2/27 event; Lawless says General Mills is another corp willing to listen to pitches from food businesses that want to operate at new scale</p> <p>* Messaging on white board at each</p>			

		<p>*Chandra to set up a meeting with Elisa and Lewis and Susan (Lauren is out of town) about NOLABA commitments to FPAC</p> <p>*Maddy to follow up with Geordie about kitchen at Made Grocery and who is running Edible Enterprises</p> <p>* As many people as can, please attend New Orleans Food and Beverage Meet Up on Thurs 2/27 at Dixie Brewery 5:30-10pm</p>	commissary kitchen of updated events
3.	<p>Topic :</p> <ul style="list-style-type: none"> ● National Good Food Network Conference in March 	<ul style="list-style-type: none"> ● Purpose - Understand the who and what of the conference; Ensure that FPAC and Biz Dev is aware of how to support and position around the conference (either for marketing or inviting) 	
	<p>Lead: Kaitlin/ Susan</p>	<p>Actions:</p> <p>* Kaitlin to follow up with Winrock about opening up 5-10 scholarships for full/half day for local folks; Food Biz Dev to recruit to boost attendance</p>	<p>Notes</p> <p>*Schedule for NGFN</p> <p>*Propeller is local partner with the Wallace team; Food systems focused leaders across the value chain;</p>
4.	<p>Topic Adjourn :</p> <ul style="list-style-type: none"> ● Affirm action items/follow-up ● Reminder of our group's meeting schedule (every other month) ● Alert to upcoming event calendar items 	<p>Upcoming events:</p> <p>Companies who care networking 11-1pm @ Fund 17</p> <p>General FPAC Meeting Schedule - put these in your calendar!</p> <p>Thursdays 3/12, 5/14, 9/10, 11/12, 2-3pm</p> <p>3/23 - 6pm @ Capulet // Mino Foundation & My House Social - presentation on equitable business practices as part of NOEW (Do you all need help on promoting?)</p>	
	<p>Lead: Lauren/Susan</p>	<p><input type="checkbox"/> Actions:</p>	<p>Notes</p>

Maddiy - comes from the CPG world with a love of urban agriculture

Currently working as a biz case manager for the Fund 17 program, also supporting Insanitea Kombucha and Veggi Farmers Coop

Kaitlin - will be at NOFAB meeting, leverage event to attend

Chandra - Focus on small business retention in New Orleans, restructuring of Bill Sabo's position and looking at most attainable goals for 2020; CPG competition on hold; Dryades RFQ got pushed back but is going out; Food Sync Ups; Biz Dev can still meet at NOLABA in the future; Claiborne Corridor food truck support thru another organization

Lawless Turner - Small Biz manager for Good Work Network (existing businesses with at least \$150k); comes from background of a small family-run seafood business (CPG Guide and marketing that via free distribution, internal editing happening now - advise food businesses, including pop ups and caterers, who want to develop a CPG - refer a lot of partners to LAUNCH NOLA) workshops (distribution)

Follow up with Lawless re: **Directory of copackers** (3rd party manufacturer while still selling at farmers market & coffee shops) and knowing what each of their criteria and capacity are, \$ that most businesses are able to access is spent on inventory rather than equipment - [here is an example](#); **List of questions to ask when talking to a manufacturer**

Add: lawless@goodworknetwork.org; maddiymarketing@gmail.com; kmorris@gopropeller.org; cteddleton@nolaba.org