

Note: These minutes are not official until approved by the DeKalb County Business Incubator Advisory Board at a subsequent meeting. Please refer to the meeting minutes when these minutes are approved to obtain any changes to these minutes.

DeKalb County Government

Business Incubator Advisory Board Minutes

Tuesday, October 17, 2017

The DeKalb County Business Incubator Advisory Board convened Tuesday, October 17, 2017 at 6:41 p.m. in the Barton Room of the DeKalb County Community Outreach Center. Chairperson Jennifer Bristow called the meeting to order. Members present: Anita Zurbrugg, Sandra Polanco, LaCretia Konan, Laurie Emmer, and chairperson Bristow constituting a quorum. Members absent: Jerry Foster, Mike King, JeaNae Remala, and Jeff Whelan. Also present: Derek Hiland, Community Development Director, and Jolene Willis, Economic Development Coordinator, DeKalb County.

APPROVAL OF THE AGENDA

Motion by Anita Zurbrugg, seconded by Sandra Polanco, and carried to approve the agenda.

APPROVAL OF MINUTES

Motion by Sandra Polanco, seconded by Anita Zurbrugg, and carried to approve the minutes.

PUBLIC COMMENTS

There were no public comments.

COORDINATOR'S REPORT

Jolene Willis reported that she met with NIU professor Christine Mooney about opportunities for collaboration with the College of Business. Dr. Mooney invited the Incubator to participate in a class project to develop a business model for the Incubator. Motion by Anita Zurbrugg, seconded by LaCretia Konan, and carried to participate in the NIU Class Project.

MARKETING STRATEGY DISCUSSION

Chair Jen Bristow discussed the need for a marketing strategy for the Incubator and several ideas ranging from a new logo, newsletter, news articles and more were discussed. In addition, the Advisory Board would like county staff to identify funding from the county level to develop a budget for some of these basic items. The Board also felt that the NIU Class Project would also identify key marketing opportunities and recommendations for consideration during the 2018 spring semester and will table any action until those recommendations are available for consideration.

The next meeting is scheduled for Tuesday, December 5th at 6 p.m. at the DeKalb County Community Outreach Building.

Motion by Sandra Polanco, seconded by LaCretia Konan, and carried to adjourn the meeting at 7:36 p.m.

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Respectfully Submitted,

Jennifer Bristow
Chairperson, Business Incubator Advisory Board

Jolene Willis, Recording Secretary