



Retail Managers Working Group Meeting Notes
Monday, March 27
8:00 – 9:00 a.m.
Health & Wholeness

Special thanks to Nicole and Matt for the lovely refreshments and Convention Center for use of their chairs.

In attendance:

- Dorian Atwood (Adelas)
- Nicole Baron Kruse (Health and Wholeness)
- Matt Johnson (Health and Wholeness)
- Art Atkinson (Fairfield Nutrition)
- Roeland Hekker (Frontline Print and Web)
- Joe Toth (Golden Dome Market)
- Rosie Witherspoon (At Home Store)
- Eve Haslam (Business Strategist)
- Tony Camero (Digital Marketing Strategist)
- Lindsey Waugh (Chamber)
- Detra Dettmann (Chamber)

Review of programs/trainings to be offered:

- **Uncovering Costs of (Accepting) Credit Cards** – Two sessions to be held on Thursday, March 30. One from 7:45 – 9:00 a.m. and the other from 11:45 – 1:00 p.m. both upstairs at Revelations. Presenter is from Des Moines and Detra found him by asking for leads on the Chamber List Serv. He has given programs for the Greater Des Moines Area Partnership.
- **Occupational Safety and Health Administration (OSHA)** general information session, planning to host in May
- **Small Business Training** – Detra held one meeting to brainstorm ideas for what could be offered, the challenge is knowing what business owners identify as their needs. Small Business Development Center is a good resource. Could do a survey simply asking businesses “What do you need help with?” or “What are your top 3 challenges?” Detra will continue to investigate and discuss with Eve to identify ways to assess needs.

Other initiatives discussed at prior meeting:

- **Search Engine Optimization** – Roeland was looking into ways to see if someone is searching for a product that is available locally, is there a way to make sure local businesses come up in near the top in the search. Tony Camero discussed a first step is to make sure every local business has a robust profile on Google. It is not difficult to do. Tony is developing a “how to” video which can be shared, plus we could offer hands-on assistance using the Indian Hills Jefferson Campus computer lab (or people can bring their own laptops in). We will continue to pursue this with the leadership of Lindsey from the Chamber.



- **Buy Local Awareness and Marketing Campaign** – Detra discussed hosting a focus group with millennials to discuss buying habits and messaging that may make them think twice before they click. This could be a first step to help inform choices the group makes regarding messaging and possible marketing campaign. The group was interested in this so Detra will continue to pursue.

New ideas:

- **Local media panel to present on advertising** – Detra wondered if there was any value in bringing together local media to share information about the costs and opportunities for advertising through their medium (newspaper, radio, etc.). Consensus was to NOT pursue this with local media. Everyone feels they are aware of the options. More interest in non-local media (i.e., Burlington Hawkeye with several ads from Fairfield grouped together). If goal is to appeal to out-of-town market, Detra felt Convention and Visitors Bureau should be part of the discussion. Lindsey would like to see something organized around the holidays for group ads targeted to specific media in outlying areas to attract shoppers to Fairfield. Especially timely for Small Business Saturday in November. Group will continue to discuss with Lindsey taking the lead from the Chamber.

Feedback about Working Group in general and today's meeting – Everyone was very positive about the format and discussion. Surprised more people aren't taking part, but this was only the second meeting. There was consensus to continue holding Working Group Meetings on a regular basis with the same day (last Monday of the month) and time (8-9 a.m.) and keep the agenda short and varied like this one. If there are topics to go into greater depth, then those will be separate meetings. Detra reminded everyone the meetings are open to ANY retail or restaurant manager...Chamber members and potential Chamber members. This is a service to the community. The group suggested the Chamber run an article talking about what took place at this meeting to raise awareness. Detra will work on that.

Next meeting date, time, and place:

- Monday, April 24
- 8:00 – 9:00 a.m.
- Fairfield Nutrition (west side of the square)

